

SEPTEMBER • 1957

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Electrical Merchandising

NATIONAL TV WEEK

September 8-14



Managing Hi-Fi for Profits ... page 65

Now... on its *Golden Anniversary*
SPEED QUEEN

brings you the most highly perfected
 laundry equipment of all time!



New

RINSE CONDITIONER
 Adds any liquid or powder conditioner to rinse water automatically.



New

WASH 'N' WEAR SWITCH
 Automatically eliminates spinning cycles for laundering drip-dry fabrics.



New

COLD WASH SELECTIVITY
 Water temp control now has Cold, Warm, Hot Wash selection.



New

BUILT-IN SUDS-SAVER
 Cleans suds before soiling. Lint, suds and dirt go down drain.



Here is the newest, hottest dryer feature that will greet the public for '58. Here is lifetime durability! Rust-proof! Chip-proof! Indestructible! When the automatic interior light floods into this smooth, gleaming Stainless Steel cylinder — you can start reaching for your order book.

PLUS

- ✓ Increased air flow — up $\frac{1}{2}$
- ✓ Electric heating elements that deliver higher efficiency — last longer.
- ✓ Gas burner elements have been relocated above drum.
- ✓ Higher efficiency; easy accessibility.
- ✓ Foot-operated door. Automatic light floods drum interior.
- ✓ New safety feature: When door is opened and drum stops, a button, out of children's reach, must be pushed to restart drum.



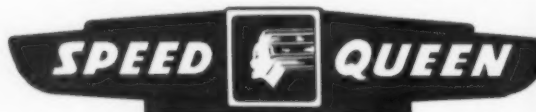
A Full Page
Announcement Ad
 is appearing in the

POST — August 24
 GOOD HOUSEKEEPING — September
 PARENTS' — September
 SUNSET — September
 CAPPER'S FARMER — September
 PROGRESSIVE FARMER — September
 FARM JOURNAL — (West Ed.) — September
 RURAL GRAVURE — September

Plus Showings on the
Queen-for-a-day
 TV PROGRAM

When we say "the most highly perfected laundry units of all time," we mean exactly that! More than two years of exhaustive engineering and research have gone into the advanced features of the Golden Anniversary units — with the result that every possible ounce of perfection has been built into them. A powerful advertising program is packaged and ready for dealer action. There never was a better time, in 50 years, to take on the Speed Queen line!

SPEED QUEEN — a division of McGraw-Edison, Ripon, Wis.



FAMED FOR DEPENDABILITY

Electrical Merchandising

A
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PUBLICATION

Contents • September, 1957

Trends	5
Trends—Region by Region	9
Economic Currents.....By the McGraw-Hill Dept. of Economics	30
Mort Farr Says: <i>Seven Marks of the Successful Dealer</i>	33
The Loudspeaker— <i>Letters from our Readers</i>	36

The Golden Sound of Hi-Fi	65
Here's How to Sell Hi-Fi.....By Howard J. Emerson	66
Selling Tape Recorders..Sales Keep Growing for a Camera Store By Bill McGuire	74
Whirlwind with Washers	76
Portable Sales by the Thousands.....By John A. Richards	80
Major Appliance Service: Repairing Dishwashers By Percy T. Brockwell, Jr.	88
From Record Shop to Hi-Fi Store	90
Tube Business Never Goes Bad	93
Why Moisture Makers Sell at List.....By Tom F. Blackburn	96

Electric Appliance News—New Products	135
News—Trade Report	173
Narda School	194
Scheduled Meetings	198
Music Merchants Show	202
Color T.V. Schedule	210

EDITORIAL: *Television's Fabulous Decade*..Facing Inside Back Cover

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September, 1957

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ELECTRICAL MERCHANDISING—SEPTEMBER, 1957



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PHILADELPHIA

SAN FRANCISCO

PAGE 1

SEPTEMBER 16



KICKS OFF 1958



BETTY FURNESS
invites you to take
the "Blindfold Test"

Full hour TV extravaganza on **STUDIO ONE** *over CBS Network!*

Now! TV's hottest selling feature, "Electronic Automatic Tuning," gets TV's biggest send-off! Monday night, Sept. 16, the entire commercial time for one full hour "Studio One" TV Show will be used to introduce sensational 1958 Westinghouse TV—with all the excitement of a movie premiere! Betty Furness, America's No. 1 saleswoman, will deliver the pitch! She'll demonstrate the amazing "Blindfold Test"! A bevy of top fashion models will add their glamour! There's music! Lights! Drama! Overnight millions will see, hear about—and want!—advanced 1958 Westinghouse TV! And! The tremendous TV barrage continues over "Studio One" week after week! So, call your Distributor! Run your own "Premiere Party" and . . .



TIE-IN! MOVE WITH THE LINE THAT'S ON THE MOVE!

Westinghouse Electric Corporation • Television-Radio Division • Metuchen, New Jersey

TV SPECTACULAR

WESTINGHOUSE TV!



Full color spreads and pages in **LIFE! POST!**

... all driving home the message "Now! No more tuning!" Your customers will be seeing these ads not once, but *again* and *again* in both magazines—all during the big Fall selling season!

FULL COLOR PAGES IN SUNDAY SUPPLEMENTS WEEK AFTER WEEK—This Week! Parade! Family Weekly!

... they'll all be selling *your* customers on Westinghouse "Electronic Tuning" in *your* best advertising medium—*your* local newspaper!

PLUS! Full color ads in other top national publications ... the largest co-op program yet for Westinghouse TV ... exciting displays ... promotion ideas ... and more!

YOU CAN BE SURE...IF IT'S Westinghouse



the **Hotpoint** electronic cooking center

offers you more to make sales with!

the product is HOT!



The Hotpoint Electronic Cooking Center cooks 5 to 10 times faster than ordinary methods—yet keeps the kitchen cool because only the *food* gets hot. And it actually improves the flavor, appearance and nutritional values of food. Easy to operate, easy to demonstrate, easy to *sell*, it's the first new way to cook since the discovery of flame!

the market is OPEN!



Business executives . . . civic leaders . . . school home economics departments . . . social leaders . . . professional people . . . special events showings—that's your *immediate* market. And Hotpoint will *give* you a complete promotional package to help you cash in on this big, wide-open potential!

the plan is PROVED!



Designed to help you—

- 1 Qualify your Prospects
- 2 Set Up Demonstrations
- 3 Emphasize the Newness and Excitement of Hotpoint Electronic Cooking
- 4 Sell all the Feats the Hotpoint Electronic Can Do

To help you take advantage of this full mark-up, big-ticket profit opportunity, Hotpoint has developed a coordinated Plan of action that puts you years ahead of competition—*today!* This field-tested program has been *proved* by outstanding sales results. It's a simple, direct, successful Plan—and Hotpoint backs you up with *everything* you need to put it to work for you!

Ask your Hotpoint Distributor to unwrap the complete **Hotpoint Electronic Sales Package** for you today!



LOOK FOR THAT **Hotpoint** DIFFERENCE!
(your customers do!)

Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Customline • Dishwashers • Disposalls® • Water Heaters • Food Freezers • Air Conditioners • Television
HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44



Business Quick-Check

	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR
SALES , factory, appl.-radio-TV index (1947-'49 = 100)	139	146	162	14.9% DOWN
DEBT consumers owe to appl.-radio-TV dlrs. (\$millions)	360	356	354	0.5% MORE
FAILURES of appl.-radio-TV dealers	19	29	25	39.4% MORE
RETAIL SALES total (\$billions)	16.8	16.6	15.9	5.5% UP
DEPT. STORE sales index (1947-'49 = 100)	133	127	128	2.7% UP
DISPOSABLE INCOME annual rate (\$billions)	299.5*	295.5*	285.8*	5.2% UP
LIVING COST index (1947-'49 = 100)	120.2	119.6	116.2	3.5% UP
SAVINGS of consumers, annual rate (\$billions)	21.9*	18.9*	20.8*	8.5% UP
HOUSING starts (thousands)	96.0	97.0	101.1	12.5% DOWN
AUTO output (thousands)	495.6	500.3	448.9	6.3% UP
UNEMPLOYMENT (thousands)	3,007*	3,337*	—	—

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau) *New Series — No Comparison Available

TRENDS

If you're optimistic about business you're in good company. The overwhelming majority of businessmen seem to think that we're in for a good fall season.

Eight out of nine surveyed recently by Dun & Bradstreet said business in the fourth quarter will be better than a year ago. And 89 percent thought their fourth quarter net would equal or top 1956.

Pretty much the same attitude turned up in a study by the American Bankers Association's credit policy commission. Most bankers said they expected a stable period of high activity with employment, income and demand for credit remaining just about at present levels.

Similar surveys aren't available for the appliance industry as such but random sampling of dealer and manufacturer opinions would indicate that they too are looking forward to good business in the fall.

In the midst of all this optimism there are some experts who offer a word or two of caution. The investment firm of Bache & Co. in its newsletter for July-August puts it this way: "Judging from the behavior of many of the traditional indicators that foreshadow business conditions, a further adjustment may be in store for the economy."

And in the August 17 issue of *Business Week*, a McGraw-Hill publication, the editors note that "this has been a week of doubt . . . about the business situation." Their basic question: "Are we on the verge of a fresh shot of inflation, or is the economy going to turn even softer now?" The magazine notes that "defense cuts

and involuntary inventory buildups throw real doubt on the hoped-for year end upturn."

"Nevertheless," says *Business Week*, "most businessmen remain optimistic about the near future. They are putting their bets on the consumer." If the consumer behaves in the manner which optimists think he will, "present worries about excess capacity and excess inventories will fade away. This . . . is the basic optimism. The real test will be here in a couple of weeks."

Another New York discount house has resorted to public financing to underwrite its expansion plans.

Two Guys From Harrison, Inc., has joined Korvette in turning to the public. The firm is offering 200,000 shares of Class A common with a par value of ten cents per share.

What will intrigue appliance dealers is the operating information contained in a prospectus issued in connection with the offering.

A quick reading shows that Two Guys' operating costs have been rising steadily, that more and more of its volume is provided by leased departments, and that in recent months only 15 percent of its volume came from sales of major appliances and TV sets.

Operating costs for discount houses are, of course, a rare commodity. A year ago *Fortune* reported that Korvette's costs had risen from six percent in 1950 to 14.5 percent in 1954 and 1955. Some time ago New York discounter Steve Masters listed costs which totaled 11.2 percent. It seems likely, however, that Masters' costs have gone up since. He is now allocating three percent of

(Continued on page 6)

now... **3 WEST BEND** fully automatic

party percolators



12 to 24 cup



AUTOMATIC PARTY PERCOLATORS

12 to 24 Cup Automatic Percolator

Just pour in cold water . . . add coffee . . . and forget it! It's as easy as that to make delicious coffee in any of West Bend's party-size automatic percolators. All sizes hold serving temperature as long as you want it. New "24 cup" is ideal for party, luncheon or buffet. Signal light flashes when coffee is ready to serve. Durable aluminum. AC.

No. 3504E 12 to 24 cup \$29.95

12 to 72 cups of delicious coffee automatically!

48 to 72 cup

30 to 50 cup

operates as easily as an 8 cup automatic "perk"

1. Fill with cold water for 30, 40, or 50 cups, as desired. (Heats its own water.)
2. Add coffee (special basket allows use of drip grind).
3. Plug in any AC outlet. Brews the coffee automatically (no dials or controls to set).



30 to 50 Cup Automatic Percolator

Brews delicious coffee, keeps it "serving hot" — all automatically. Glass gauge. For "rec" room, club, church or office. AC. No. 3500E 50 cup, aluminum \$39.95 No. 3501E 50 cup, copper-color 44.95

48 to 72 Cup Automatic Percolator

"Perks" 48, 60 or 72 cups of delicious coffee automatically . . . for lodge, club, church, coffee shop or institution. Aluminum. Portable. AC. No. 3512E 48 to 72 cup \$42.95

WEST BEND

DEPT. 189

WEST BEND ALUMINUM CO., West Bend, Wisconsin

TRENDS (continued)

gross to advertising. When he itemized his figures in 1955 he was spending only 2.11 percent for store and selling expense.

The Two Guys' statement confirms that their costs have also been going up. From 8.8 percent in 1952 they have risen to 16.5 percent (for the eight months ending this April).

Some people have interpreted this trend to indicate that the spread between the off-list house and the department store (whose costs run around 33 percent) is disappearing. It's probably much safer to say that the spread is narrowing. It's entirely too early to say it has disappeared. Chances are it never will.

Leased departments in the Two Guys stores sell everything from clothing to food. In the eight months ending April 30, this year, the leased departments accounted for 41.4 percent of sales. That was just under \$10 million. Total sales in the same period: slightly over \$23 million. The clothing and apparel departments accounted for 18.2 percent of volume, food for 8.6 percent, jewelry, records, cameras, luggage, etc., for 14.6 percent.

In the year ending August 31, 1956, TV and major appliances produced 23.4 percent of volume but in the eight months after that these items composed only 14.9 percent of sales. Small appliances and other merchandise fell from 53.2 percent of the total to 43.7 percent.

You're sure to hear more in the future about the "concentration" figures released recently by a Senate subcommittee.

You'll find details on page 206 of this issue. Basically, the figures tend to show that as of 1954 the share of the market captured by the four biggest firms in several appliance fields has grown quite dramatically.

Specifically, in 1954 the four largest home laundry makers took 68 percent of the market as against only 40 percent in 1947. And the four biggest "electric appliance" firms get 50 percent now as against only 36 percent seven years ago.

But don't jump to too many conclusions on the basis of this data. It has decided limitations.

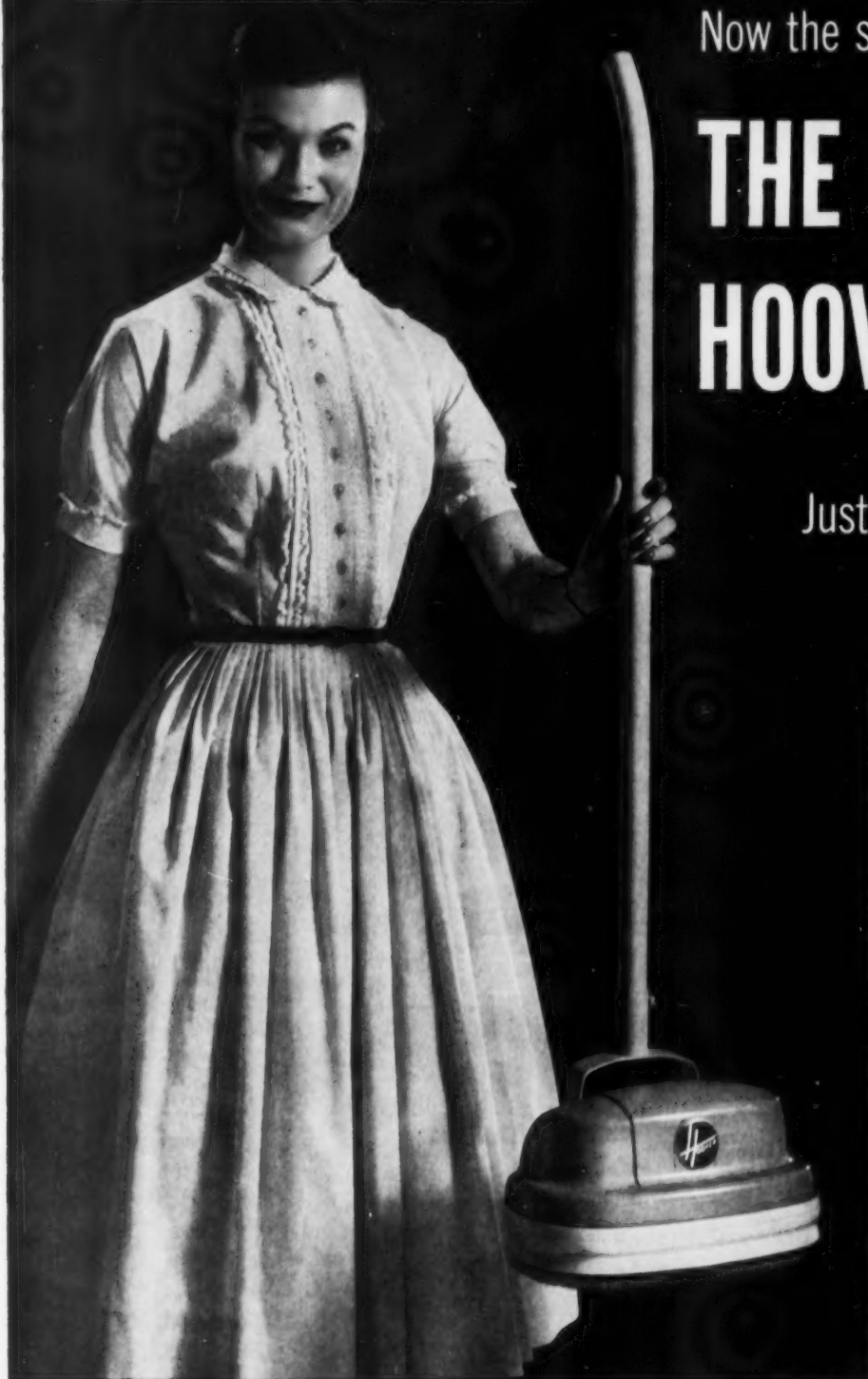
The subcommittee itself lists nine such qualifications in the preamble to its 756-page report (in which no conclusions whatsoever are advanced). The most pertinent of the limitations as far as the appliance-radio-TV industry is concerned is the fact that the industry and product classifications used are those of the Census of Manufacturers and were "not designed to establish categories necessarily denoting coherent markets in the true competitive sense or to provide a basis for measuring market power."

What's that mean? Well, for one thing, there is no single figure in the report which covers "appliances" as such. Laundry equipment is listed in one place, refrigeration another.

Moreover, the data which provides comparisons of 1954 with 1947 (and is thus the only data useful for establishing trends) is offered on an industry basis only. In many cases it is difficult to isolate specific products. It can be done with laundry equipment which is listed as an "industry". But it's impossible with radio and TV which are lumped in with all sorts of electronic apparatus.

Also, unfortunately, the material is now somewhat outdated. It seems apparent that even since 1954 there has been a further concentration in some fields. And it appears likely that this process has not ended yet. The Senate figures provide only a starting point for speculation about what's happening. *End*

New...and oh so light!



Now the specialists in floor care present

THE NEW LIGHT HOOVER POLISHER

Just \$49⁹⁵*

Light in weight...easy to
use as a vacuum cleaner...
leads with 10 out of 11
important sales features.

If you make a list of the 11 features most people want in a polisher, you'll find the new Hoover Polisher has 10 out of 11—far more than any other polisher on the market.

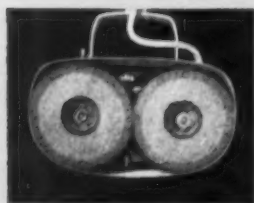
For example—exclusive Do-All Brushes that scrub, wax and polish without changing—eliminating 2 sets of brushes and messy changing. And a Magic Handle that turns the Polisher on and off. Plus an inexpensive rug cleaning attachment for both wet and dry use.

But what do all these features mean to you? Just this. When a prospect for a polisher walks into your store, you make a faster sale by selling her Hoover. You've got more to sell. More features, more appeal, more quality.

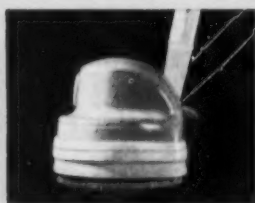
Get started today. See your Hoover distributor now, or write the Hoover Company, North Canton, Ohio.

*plus federal excise tax.

Only the Hoover gives you all these selling exclusives!



Exclusive! New Do-All Brushes scrub, wax, polish, buff. New design eliminates mess and fuss of changing brushes between operations.



Exclusive! New Magic Handle switches polisher on and off. Positive lock in "off" position. Also shortens to half its length for above floor cleaning.



Exclusive! New vinyl splash guard around brushes helps keep scrub water from splattering walls, furniture. Vinyl bumper to prevent marring.

HOOVER.

FINE APPLIANCES

...around the house, around the world





18"

the most profitable **one square foot** in your store

This display is yours . . . FREE with RADION ANTENNAS. See your distributor today. See for yourself the markup on indoor antennas, the profit in *one square foot*.

It's a safe bet that this year a million or more *replacement* indoor antennas will be sold. Get your share with RADION—the only line that can give you . . .

Acceptance . . . more people own Radion than any other brand.

Design and Quality . . . choice of 9 out of 10 TV Manufacturers.

THE TV MARKET'S HERE. MOVE NOW. GET YOUR DISPLAY TODAY...YOUR PROFIT TOMORROW.

THE RADION CORPORATION, Dept. E
1130 W. Wisconsin Ave., Chicago 14

In Canada:
Atlas Radio Corporation, Ltd., Toronto

Export Sales Div.:
Scheel International, Inc.,
5909 N. Lincoln Ave., Chicago 45, Illinois

Cable HARSHEEL



FREE:

How to
make
more
money

"How to make
more money
with less
investment."

Ask your
distributor or
write direct.

TRENDS

REGION BY REGION

... in the EAST

By John A. Richards



Washers, hi-fi, portable TV still the big guns . . . AC lags three percent in New York . . . Total gains small . . . Caution tempers optimism

FROM Boston through New York to Washington last month dealers fought a drifting market. Washers were selling and constituted one bright spot. Hi-fi continued to romp breezily. Perhaps TV showed amazing strength. Air conditioners, on the other hand, had been stabbed in the back by a hot summer which did not turn into an air conditioner summer. Here and there dealers had exceptional fan seasons. Products like humidifiers sold strong in stray places. Others like lawn mowers died.

In terms of total business, most dealers contented themselves with volumes equal to last year. Chains ran two to five percent ahead of '56 volume for the July-August period. Independents hovered between three percent lags to an equal percentage gain. Here and there some dealers gained five, 10 or even 15 percent. Spectacular gains were the exception. They hinged on dynamic promotions.

Dollar take remained the bugaboo. About \$25 in majors was common where infighting was sharpest. These climbed to \$40 and \$50 in the hinterlands. TV was worse at \$10 below these levels.

The fight for dollars quickened the search for sidelines and diversification. In New York and New Jersey, particularly, the stampede seemed on. And at least one Newark distributor sought to brighten his dealers' picture in a stiff refranchising move.

In the face of mounting problems in an aimless market, most dealers were optimistic about the fall. Caution tempered this optimism. Like one chain store executive they "braced for the worst and hoped for the best."

Up and down the eastern seaboard washers, hi-fi

and portable TV gave heart to dealers. In Buffalo washers were "selling well." In Washington laundry equipment comprised the "big extras in expensive homes." In New York several distributors running from 10 to 25 percent ahead of last July reported "great strength in washers." Dealers in the area likewise did well. An independent in Suffolk, Long Island, was 10 percent ahead, with "washers holding up my sales." Chains content with equaling last year, or forging ahead three to five percentage points, cited washers as "consistent ground-gainers."

Hi-fi remained a "bright spot" for dealers in Boston, Buffalo, Washington, Philadelphia, and New York. "I've got less competition in hi-fi than in anything else," said a downtown New York City dealer now handling packaged units and components. In northern New Jersey as well as metropolitan New York, dealers still found hi-fi business increases ranging from five to 20 percent over last year and "one product area where you can still make a dollar." That included considerable sales of foreign hi-fi equipment.

The portable TV picture remained a healthy one. A Boston dealer was "60 percent ahead in July this year, primarily because of television." A high percentage of this TV business represented portable sales. In Buffalo a dealer found "TV picking up, mostly in portables," and a distributor in the same city saw the "TV outlook for fall better than in white goods." There's a disturbing aspect about these strong portable sales, though. A New York distributor said he had a summer "five times as busy as any to date. But because of big portable TV sales you've got to do from 15 to 18 percent more unit-wise in order to get the same billing." This was a reference to a current portable rate of about 42 percent of all TV sales. Two years ago consoles represented 80 percent of sales. Dealers likewise have complained for months about the "murderously low takes on fast-selling portables."

Marginally there were exceptions on product strength. A Boston dealer reported "freezers starting to move." For Washington dealers freezer sales had picked up in July and early August, and a distributor looked for an additional freezer spurt when the Electric Institute's fall campaign on the product gets underway. Humidity in the same city perked up humidifier sales. On the other hand, a Washington distributor had dishwashers off 50 percent for six months of this year, food waste disposers down 30 percent, and refrigerators down 30 percent.

This disappointing picture in refrigerators characterized the east. A Buffalo dealer considered

"refrigeration the big weakness in the market this summer." This sentiment was echoed by dealers in Boston and Philadelphia. Dealer after dealer in metropolitan New York and New Jersey, from chain through buying group retailers and independents, supported this theme. Refrigerators were either "down a few points from last year," "weak" or "just about holding their own."

As for a seasonal product like lawn mowers, the weather worked against it. With scorching sun holding down grass growth, sales fell way behind. A Suffolk, Long Island dealer reported sales down 40 percent. "With no grass to cut," he said, "people weren't buying lawn mowers."

Wrap-up figures on air conditioners began putting the season in perspective. Washington dealers were "equalling last year." Yet Electric Institute figures showed 3,000 more units were sold in the territory this June than in June, 1956. Last month in Buffalo one dealer was "still selling air conditioners" but admitted he had only one good week this year. In New York and New Jersey metropolitan and suburban areas the air conditioner season had been "short and sweet," "so-so," or "not up to expectations." One stubborn New Jersey distributor refused to throw in the towel early, extended floor planning to September, then inaugurated promotions that gave at least one big dealer "the biggest rash of Sunday and follow-up sales in weeks."

Actually ARI figures month by month showed air conditioner shipments into New York running behind by an average three percent. Observers expect final sales will reflect that three percent drop for the season—140,000 units sold in 1957 against the 145,000 moved in the area in 1956.

Inventory in the hands of distributors will be a big factor next year. Buy-back plans made goodwill among dealers. It built up distributors inventories, though. One New York distributor reportedly took back 17,000 units. Another, who will finish the year ahead by two percent, expects about 1,000 more units in inventory than last year.

Fans, on the other hand, were still moving going into August. In Washington they "sold beyond all expectations." In downtown New York one retailer did "a fantastic job in fans. At least 15 percent better than last year." New York chains were either "cleaned out of fans" or "reordered carefully." It looked as though, percentage-wise, fan inventories would be less than conditioner stocks.

Total business dips were sharp in some parts of the east. A Boston dealer reported "business
(Continued on page 10)

TRENDS REGION BY REGION

down 15 percent below July, 1956." In Washington, Philadelphia, and New York the situation was mixed. Metropolitan and suburban New York and New Jersey typified the situation. In Suffolk county, Long Island an independent was "10 percent ahead over-all." In the same county another strong independent was "just a little ahead for July and early August. Perhaps two or three percent." In Nassau, downtown New York, and Newark, dealers were either "about even with last year" or "ahead just a little." Some were even off two or three points. Chains were "about the same as last year." One, however, reported a 15 percent gain in white goods and a drop of two percent in TV.

This meant most dealers foresaw a drop in profits. It takes a gain in volume of an average 10 percent, they say, to come near equalling last year's earnings.

Rough volume sledding and the shrinking dollar take is driving dealers faster toward diversification. Not all retailers are like the Boston dealer who "cut out traffic appliances altogether" or the Medford, Mass. dealer who "is getting out of the white goods business." Most are seeking ways to supplement sagging appliance-TV dollars. Last month the pace toward diversification seemed to quicken. In New York and New Jersey metropolitan environs it took on the dimensions of a small stampede.

A south Jersey chain is widening its soft goods and leased departments as it expands. A pace-setting chain in New York continues its march into soft goods. Dealers in Toms River, Madison, Newark, Teaneck, New Jersey, in Patchogue, Freeport, Poughkeepsie, and other New York towns were finding "gratifying profits in sidelines and diversified house- and giftwares." A north Jersey independent who prides himself on being "an appliance specialist" is seriously studying the diversification picture. Out in Suffolk county, Long Island another specialist has decided to do the same.

"At least 50 percent of the appliance-TV dealers in my area," claims one giftwares distributor in Newark, "are either in giftwares, are going into them, or are studying going into them."

In an unrelated but salutary move, one New Jersey distributor last month cancelled about 250 appliance-TV franchises and embarked on a re-franchising program. Only about 100 dealers will be returned to the rolls, and only those "who intend to make a profit on the products we distribute."

Any such move is not likely to deter the diversification trend—not with the more determined dealers bent on finding means for their own salvation.

Meanwhile, threatened price increases in the wake of upped steel prices failed to stampede eastern dealers into injudicious stocking up. Dealers were, however, keeping a weather eye on instalment credit, on rising local taxes and general living costs, on local government contracts and work schedules. Their main concern: whether their optimism for fall will be punched full of holes from unsuspected sources.

... in the SOUTH WEST

By Fred A. Greene



Sales rise with pickup in air conditioner movement . . . Refrigerators top white goods . . . Weather remains an important sales factor

SEARING temperatures which finally became a reality in early July continued into the first week of August before tapering off and dealers generally reported increased volume for July and early August.

Much of the increase, of course, was due to a healthy pickup in air conditioner sales, many of which were late in coming due to a cool June and doubtless were forced over a month or so.

Texas room air conditioner movement was stable and in many cases termed by dealers as good with a few reports of excellent sales. Profits continue to be low but they have not become disgustingly so. Prices are surprisingly firm.

The biggest air conditioner boom seems to be in Arkansas where a distributor reports his sales 30 percent above 1956 and he's recorded his first profits in 4 years. Arkansas Power & Light's 6-month report of distributor sales to dealers reflects this happy situation. Movement is up from 4,768 in 1956 to 6,958 this year.

Oklahoma seems to be the sour spot. Two Oklahoma City wholesalers say movement is below expectations and profits, says one, are way below what was anticipated.

The second week of August saw a cool front bluster its way into the Southwest and volume sales slowed down. A decided pickup in overall business is nevertheless anticipated before summer runs its course.

Refrigerators lead the list of best sellers among white goods and movement generally ranged between fair and good. A few spots in Texas and Oklahoma found sales slow. Arkansas reported improved sales at the distributor level.

Dealers throughout the Southwest are looking for good fall business. Harvesting of crops is underway and while there are some sore spots in the farm economy, a greater proportion of farmers than in recent years will be able to bring crops to the market.

Still in several instances, weather remains a hindrance to an even bigger gain. Though heavy rains fell over wide areas of the Southwest this past spring, little has fallen since. Together with the hot, dry weather of recent weeks there is the

danger of insect infestation and inability to harvest a good crop.

But the overall gain in the economy is there and will, dealers believe, make its presence felt in the fall—if, as one wholesaler puts it, dealers use hard sell, promotions and then followup.

Television has sagged badly. There is some hope, however, that the new lines and return of big names to the program list will provide the spark to a sizeable increase. At the present time, portables and low end table models are prime movers.

Utilities this month provide some interesting reports:

From Gulf States Utilities in Beaumont comes word that its 3-month spring sales campaign was the biggest in history. Dealers in its territory hit 122 percent of their quota in sales of electric ranges, water heaters and freezers.

On the other hand, results of El Paso Electric Co.'s range-water heater campaign were disappointing. On ranges, dealers only hit 79 percent of the quota and still less on water heaters.

At the recent Texas Electronics Assn. convention in Fort Worth, there was considerable private conversation and bitterness about captive service. The independent servicemen confined their words to personal observations and nothing was accomplished as a group.

It was obvious that the many minds couldn't agree to act as one and an expected explosion during the panel meeting on captive vs. independent service never materialized.

If anything looked like servicemen were ready to fight over it, it was on licensing. The recent Texas legislature failed to pass a licensing proposal presented by a rival organization. However, the men of TEA appear reconciled to some form of licensing and are concentrating on securing a proposal for presentation to the next legislative session which would encompass ideas of TEA, not its rival.

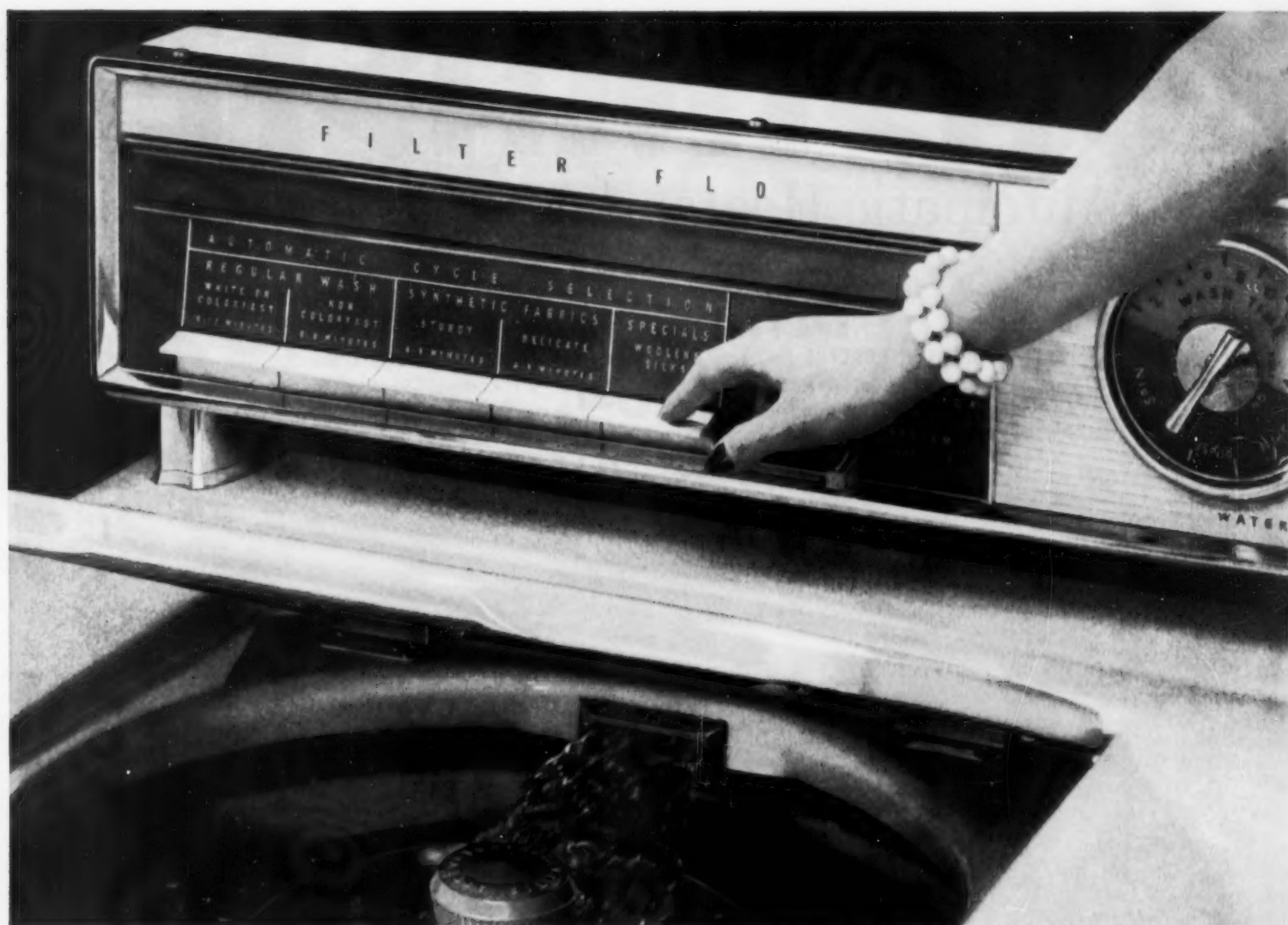
... in the GREAT LAKES

Volume up but profits off . . . TV sales are good . . . But air conditioners lag . . . There's optimism about upcoming fall business

ALTHOUGH most Great Lakes dealers continue to describe the midsummer appliance picture as "mediocre", a few report an upswing in business.

Many dealers say that June and July were very good volumewise but that profits were way off. A Dayton dealer says, "My sales are the same

(Continued on page 13)



Now...completely pre-set washing...the first major advance since General Electric introduced the filter!

WASH-TO-ORDER FABRIC KEYS IN 1958 GENERAL ELECTRIC FILTER-FLO® WASHER

Touch one key—clothes are washed to order.
Each key selects the right washing combination.

	AUTOMATIC CYCLE SELECTION				
	REGULAR WASH	NON-COLORFAST	SYNTHETIC FABRICS	DELICATE	SPECIALS
	WHITE OR COLORFAST 8-12 MINUTES	NON- COLORFAST 8-12 MINUTES	STURDY 4-6 MINUTES	DELICATE 4-6 MINUTES	WOOLLEN STIRRS
WASH SPEED	NORMAL	NORMAL	NORMAL	SLOW	SLOW
WASH WATER	HOT	WARM	WARM	WARM	WARM
RINSE WATER	WARM	WARM	COLD	COLD	COLD
SPIN SPEED	NORMAL	NORMAL	SLOW	SLOW	NORMAL

Just one key pre-sets all these wash conditions to fit the type of fabric:

- 1. wash speed 2. wash temperature**
- 3. rinse temperature 4. spin speed**

Here's the only washer to give your customers completely pre-set clothes care plus the proved, won't-clog filter that takes out lint.

As easy as pushbutton driving! And as sure to impress women! For these simple new Wash-to-Order Fabric Keys give them sure clothes results! No set-in wrinkles in synthetics. No unnecessary clothes fray. No guesswork about any fabric.

Don't miss the sales opportunity of this traffic building feature . . . only General Electric has it!

General Electric Company, Appliance Park, Louisville 1, Kentucky.



More than ever you'll sell the Number 1 Choice Washer! Filter-Flo Washers are available in four price lines. Call your distributor.

ELECTRICAL MERCHANDISING—SEPTEMBER, 1957

Progress Is Our Most Important Product
GENERAL  ELECTRIC

PAGE 11

TOASTMASTER

New Automatic Heaters! Fastest in the world!

2 SPECIAL INTRODUCTORY OFFERS!

FREE!

HEATER SPECIAL No. 1

Make \$17.95 extra profit! You get absolutely FREE 1 Model 9B1 Heater (Retail \$17.95) with your order for ANY 12 Toastmaster Heaters. You make up to 13% extra profit on this Special Offer!

68% OFF!

HEATER SPECIAL No. 2

You get a \$17.95 Model 9B1 Heater for only \$5.75—68% OFF—with your order for ANY 6 Toastmaster Heaters. You make up to 8% extra profit on this Special Offer!

TWO SIZES

Model 9B1 • 1320 W.

\$17.95*
retail

Model 9A1 • Available
in either 1650
or 1320 W.

\$29.95*
retail



"Little-Finger" Proof!
Grille passes every safety standard. Protects youngsters' fingers but doesn't impede air flow!



Safety Switch!
Automatic safety switch cuts off current if heater is accidentally overturned!



Case Stays Cool!
Circulating air keeps case cool, comfortable to the touch!



An "Honest" Thermostat!
Thermostat is located directly in the intake air stream to measure temperature of the room—not of the heater itself!



Dual-Purpose Handle
Easy to carry anywhere! Cord wraps around handle for storage.



Blower-Type Fan!
Uses powerful centrifugal blower-type fan instead of ordinary blade fan! Delivers more warmth!



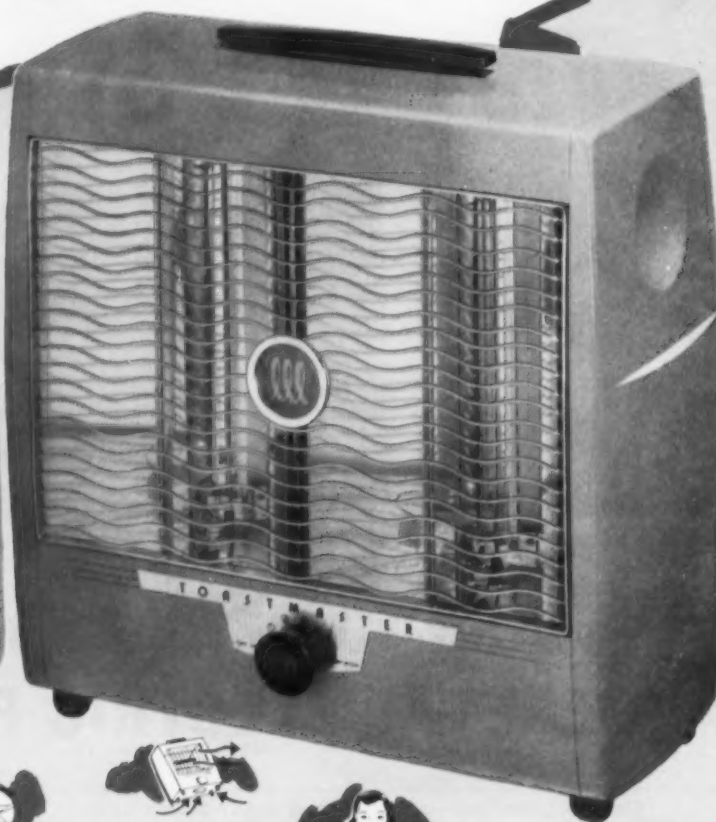
Air Intake where it should be!
Coolest air at floor level is drawn into heater through opening in the bottom—gives most efficient heating.



Noiseless!
Fan can scarcely be heard! Wonderful for nursery or bedroom use.



Automatic "On" and "Off"!
Thermostat automatically turns current on and off to maintain desired temperature!



HEAT THE INSTANT YOU TURN THEM ON!

No waiting for a warmup! The new Toastmaster *Speedi-Glo* Heater gives you what people have been looking for—a heater that gives full heat the instant you turn it on! And with our Special Introductory Offers you get big profits on every sale!

The secret? A unique new feature developed by Toastmaster research. It's an element of wide ribbon resistance wire—wound

on a spring tension reel—that glows instantly the moment the current is turned on. It's an exclusive selling feature no other heater has—demonstrate it and the heater practically sells itself. Order your stock soon, while you can take advantage of our Special Introductory Offers. The offers last for a limited time only—call your Toastmaster distributor now!

Call Your **TOASTMASTER** Distributor Today!



TOASTMASTER DIVISION
McGRAW-EDISON COMPANY

*Fair Trade minimum prices in all states having Fair Trade laws.

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TRENDS REGION BY REGION

as one year ago, but my profits are much less because of this sharp pricing, more overhead expenses and the rising cost of living." A Detroit dealer reports that his sales just started to pick up within the last ten days, but are 20 percent below the same period of a year ago. "I may be 20 percent under last year," he says, "but I know I'm a lot better off than most dealers in the Detroit area". Although this dealer is located in a suburban area, he says customers are more inclined to patronize dealers in the downtown area where more attractive prices are offered. A Youngstown, Ohio, dealer is not complaining of his summer sales. He says that his sales were even with June and July of last year, which were peak months. Dealers throughout this region say they see little chance of improvement in the profit picture unless the manufacture can establish a program assuring them of a profitable business.

Cutback in employment and dry weather conditions, prevailing in sections of the Great Lakes area, are other factors worrying some dealers, causing them to keep inventories at a low level. Despite cutback in the Youngstown area, some dealers have not as yet been affected, but they say steel mill schedules there are down to 80 percent of capacity, compared to last year's 95 to 100 percent. Because many Dayton dealers depend upon rural trade, they see an unsure appliance market in future months if Mother Nature doesn't provide rain to eliminate the current "dry spell". "If crops aren't good, the farmer has no money to help stimulate our business. In addition, our city is suffering from employment cutbacks", remarked a Dayton dealer.

Air conditioner unit sales are at low ebb throughout the Great Lakes territory, with no anticipation of a pickup in sight. All summer dealers have been patiently awaiting the arrival of those hot days and nights that might dissolve their heavy air conditioner inventories. Those hot spells did arrive but not long enough to move air conditioners in volume. Dealers voicing their opinions say that summer now in parts of the Great Lakes region is becoming too comfortable for air conditioners, especially at night when the temperature slips down. A Dayton dealer remarked that normally profit on a $\frac{3}{4}$ or one-ton horsepower unit is \$75 to \$90 but now, because of the thin margin, it is only \$10 to \$15. Dealers say to unload this item they are cutting price way below normal and sometimes down to cost.

Washer and dryer sales have been up and down in parts of the region, dryers more so than washers. Dealers attribute the decline in dryers to the dry summer heat in which the housewife prefers to dry her laundry outdoors. A few say sales on conventional wringer-type washing machines have dropped so much that they no longer wish to stock them. Electric range sales continue to show a decline for most area dealers, and of all white goods, this item is the one showing least inclination toward an upward trend.

One consolation observed in the Great Lakes appliance picture is that area dealers have filed no complaints against the mid-summer TV sales. They credit good weather and summer close-out sales for profitable business. Now that dealers

have rid themselves of the season's TV inventories, many are wondering how the customer will take to the new models now displayed on dealer's floors, at slightly higher prices. "Customers are mighty strange, when they see something has increased in price, they keep away not realizing it is of better quality," said a Cleveland dealer. A Dayton dealer sees an encouraging market for color TV in that area since a local color program has invaded the premises. This dealer says his store is filled with housewives who come to view the local "home-making" show being televised in color every afternoon.

Dealers who emphasized promotional campaigns report sales showed decided improvement for the summer months. A tremendous amount of advertising and work, they say, was involved to attain this goal. A Norton, Va., dealer reported his sales were up 60 percent over last year because he just recently concluded a most successful promotion called "Frigidaire Week". Frigidaire being his major franchise, this dealer noted a very gratifying acceptance of the "sheer look" when he displayed all charcoal gray appliances in his window. A Washington, Pa. dealer is now thoroughly convinced that it takes advance planning to put on a successful campaign and said the results were well worth his time and effort because his appliance business picked up considerably and range sales were especially good. This dealer ordered a carload of appliances and then planned his advertising around the theme "carload buying for greater savings". Full page newspaper ads, 10,000 pieces of direct mail, and radio spot announcements were all used to publicize the four day activity. Another dealer in Leechburg, Pa. reports that his sales were exceptionally good—way above his expectations—when he held a "come as you are birthday party", celebrating his 12th anniversary in the appliance business. His store was open for 36 continuous hours and hundreds of customers and prospects stopped in to share cake and coffee . . . and buy. He now has a "fresh" list of potential customers which he and his sales people will follow up.

... in the SOUTH EAST

Almost everybody's happy with TV's showing . . . Air conditioners lag . . . Ranges and hi-fi present a mixed sales picture

TELEVISION traced the only stable pattern discernible in the Southeast during July, with volume reported up and price surprisingly firm in nearly every quarter queried. In contrast,

soft spots were apparent in refrigerators, freezers ranges and air conditioning.

The latter, which looked like a sure thing leaving the post in late May and early June, has eased off in the midsummer backstretch in several key areas. From a Miami distributor (July room cooler sales off about 7%) and a Jackson Miss., dealer (running just a few percentage points ahead of last year) come carbon-copy complaints—plenty of blazing days, but far too few hot nights. However, the Jackson dealer's hurt cry is purely relative. Year to date he has sold about 650 units.

The most valuable piece in another southern dealer's air conditioner stock is one beat up window unit he has been advertising for the past three years at \$129.95 . . . which includes neither delivery nor guarantee installation or service. The retailer has come to look on the battered room cooler as an old friend from which he couldn't bear to part ("It's cost the salesman who sells it \$25!"). The loss would be great indeed, since its owner credits the thermostatless old campaigner with paving the way for 1500 unit sales between 1955 and 1957.

"Real good" is how an Atlanta dealer characterizes his air conditioner season to date. He's working chiefly in one-ton specials at \$199.95 and \$209.95 with "about 25%" in them. In almost every section, there are retailers without leaders losing sales to the \$149.95 boys, who know their way up. One such leaderless unfortunate in Tampa who has been taking short mark-up just, as he puts it, to be in the air conditioner business, is happy "any time I can pick up \$40 plus installation."

In the Memphis area, this season's rainfall has set a record for the century, leaving air conditioner sales as soggy as the ground. Says a Memphis retailer, "A two or three-day hot spell brings air conditioner shoppers out, the the rain sends them splashing home. Then it's another two or three days of shopping, and more rain." A distributor in the Tennessee city reports his air conditioner season practically rained out.

A Birmingham dealer is using a one-shot food promotion to finesse freezer sales in the \$300-\$400 class in the face of price competition which he cannot meet, notably Sears. With each box, he throws in a certificate redeemable for \$50 in food at a local market. To help pay the freight, he ups the already discounted selling price of the freezer \$20 to \$30, which, he says, doesn't entirely pay for the food.

A Greenville, S. C., retailer is having a good freezer year, basically with an 18.5-cu. ft. chest listing for \$499, but which he'll "turn for a profit of \$50 or better." Freezer prices are discouraging a Hendersonville, N. C., dealer, who "can't buy 'em for what competition's selling 'em for," while a dealer in Atlanta feels handcuffed by his one-model line listing at a stand-offish \$429.95.

Ranges and hi-fi seem to be the in-and-outers of the month. A Birmingham dealer had "nothing to talk about" as far as ranges went, but tipped his corporate cap to his single high fidelity
(Continued on page 16)

McCALL'S USE-TESTED BATS



McCall's Use-Tested Tag promotion this Summer in St. Louis was the biggest seller yet—bigger than the outstandingly successful city-wide drives in Miami, Cleveland, Cincinnati, Albany and Pittsburgh.

Retailers reported plenty of action, with one distributor citing sales gains as high as 30%.

McCall's representatives installed more than 70 big window displays on Tagged brands.

Leading distributors and retail chains sup-

*The magazine of Togetherness,
reaching*



ST. LOUIS RETAILERS GET BEHIND TAGGED PRODUCTS WITH NEWSPAPER ADS

Seventeen ads like these in the St. Louis Post-Dispatch — plus a full-page two-color ad by McCall's, listing all advertisers in the Use-Tested program—told St. Louis that a city-wide Use-Tested Tag promotion was on. Among top stores participating in the pro-

motion were Lammert's, Lazar & Sons, Miserany, Fair Mercantile, Famous-Barr, Firestone Stores, Tipton, Modern Living, Spielberg, Carson-May-Stern, Biederman Furniture. Several stores also devoted radio and television commercials to the promotion.



"SIMPLIFIES MY SELLING JOB"

MIZERANY APPLIANCE CO. "McCall's Use-Tested Tag on an appliance catches the eye, and the information it gives helps the customer decide whether it's the kind she wants. It simplifies my selling job."

—JOE MIZERANY (left), Owner



"INFORMATIVE LABELLING AT BEST"

LAZAR & SONS — "The McCall's Use-Tested Tag is informative labelling at its best, and sorely needed today when there are so many conflicting claims about a product's performance. I'm all for it."

—JOHN GIULVEZAN, SR., Partner



"TAG MAKES UP THEIR MINDS"

MIZERANY APPLIANCE CO. — "Today, when so many appliances look alike, the performance information on McCall's Use-Tested Tag is very instrumental in aiding the customer to make up her own mind."

—VICTOR SHALHOOB, Mgr., Afton Store

TAG

OUT SALES IN ST. LOUIS

plied their stores with hundreds of Use-Tested Tag posters and easel cards.

Newspaper, radio and TV promotion helped build consumer interest to a high peak and brought many shoppers into stores where the Use-Tested Tag turned them into customers.

Ask McCall's to show you how the Use-Tested Tag can go to work for you anywhere in the U.S.A.

McCall's
more than 5,000,000 families



"CUSTOMERS PREFER 'EM WITH TAGS"
LAZAR & SONS—"I've watched customers gravitate to appliances with McCall's Use-Tested Tag, time after time, in preference to ones without it. Once they read the tag, they're more than half sold."

—JOHN GIULVEZAN, JR., Partner



"GREAT BELIEVER IN TAG"
FRIDLEY BROS., INC. — Norge Distributor—"I'm a great believer in McCall's Use-Tested Tag. It's helped me sell many appliances. I make sure it appears on all merchandise that has earned it."

—JOHN J. GOLIAN, Sales Manager



"TAG ADDS IMPARTIAL AUTHORITY"
ARTOPHONE CORP. — Philco-Bendix Distributor—"McCall's Use-Tested Tag is great. It tells a woman what she wants to know about a product, and adds impartial authority to a manufacturer's claim."

—E. W. FEHRMANN, Adv. Manager



"ENDS CUSTOMER CONFUSION"
LAZAR & SONS—"I like the idea of an outside opinion of the value of an appliance attached directly to the appliance. I think it has great power, especially where conflicting claims have caused confusion."

—R. I. SCHAPP, Salesman



"MCCALL'S NAME CARRIES WEIGHT"
LAMMERT FURNITURE CO. — "This Use-Tested Tag makes a great deal of sense. It tells a product's good points through a disinterested outside observer—and the name of McCall's on it carries a lot of weight."

—H. L. SUDA, Appliance Buyer



"TAG HELPFUL TO SALESMAN, TOO"
LAZAR & SONS—"The specific information on the Use-Tested Tag is very helpful, not only to the customer, but to the retail salesman. I know I've used it many times, and it has helped me make sales."

—RALPH BRIEGER, Branch Manager

TRENDS REGION BY REGION

line as a good and profitable part of his operation. A distributor in Charlotte, N. C., is doing his best job in high-end table models and middle-of-the-line consoles from \$200 to \$250. He finds no trouble in selling his dealers on the no-trades, full-profit pitch. Price cutters are beginning to sharpen their pencils in the Charlotte hi-fi market, however.

Ranges are moving well in some areas, slowly in others. A Tampa dealer joins a New Orleans distributor in reporting falling volume in free-standing models (the distrib's drop was 16%). Both see built-ins as the reason, and the dealer's built-in sales nearly equal free-standing volume.

In the midst of all this softness and uncertainty, television looms as the southern dealer's current anchor to windward. Happy talk comes from many directions. To a North Carolina appliance and furniture dealer, TV is "the only solid thing in my appliance business." Price is steady, and he and his competition are staying "close to list." Distributors in Miami and Memphis report television "very promising" and "our strongest product" respectively. It's been "good" for an Atlanta dealer, "pretty fair" for one in Birmingham, "picking up" in Greenville, S. C.

But even here, there's a dissenting vote or two ("not good" in Jackson, Miss., which is temporarily bogged down in an all-but saturated market where replacements haven't yet begun to roll; and "no action" from a Tampa dealer, who's set to flog TV hard in the fall, then drop it completely if it doesn't get moving).

... in the FAR WEST

By Howard J. Emerson



Retailers in the area are generally optimistic about fall business . . . Local conditions may continue to pose some problems, however

HOW well will you sell, in the Far West, this fall? Let's take a tour and interview 20 of the top dealers from Canada to the Mexican Border, out to Hawaii, and up to Alaska.

Generally high optimism for the last four months of 1957 is shown in every section of the Far West, with a few qualifications due to local conditions. "I expect the appliance business this fall to be slightly better than last year," says Tom Carmichael, Seattle appliance-TV dealer and active NARDA member. Appliance department manager David Piper of Frederick & Nelson, Seattle, reports: "Our business all this year has been ahead of 1956 and I expect this trend to continue. A five percent increase should be about right, I'd

say." From a downtown independent, one of the oldest electric stores in the Northwest, Clayton Poole, Poole Elec. Co., comes: "We expect business to be very good this fall—the best for any fall in our history."

More than a thousand miles south, in San Diego, a department store appliance buyer states: "Business will be good this fall if we can meet the prices of our competitors. We hope to do it by offering customers better service than the discount houses." In the suburb of Ocean Beach, dealer Gordon Dawson believes: "Appliance business should be about the same. I see nothing that should greatly boost business in the fall. The only thing that might hurt business is layoffs, cutbacks in overtime, etc., in the aircraft industry." Warren Harrington of Harrington's Appliances, a multiple store operation in San Diego and vicinity, is bullish: "Business should continue to be good. I see no reason for a change."

Far away north to the mountains, in Boise, Idaho, Pat Powell of Sure Appliance Co. believes that the balance of the year will not be as good as last year. Tight money and the fact that so many people have overexpanded in buying until the payments are now eating a big chunk of their income, is behind Powell's thinking. He feels that the trend in the appliance industry is to see who can build the fastest and the cheapest. "But people aren't buying junk anymore," he states. "We are more likely to sell a \$500 item than one 'marked down' to \$199.99. People are buying things that will last longer, they are not in a hurry to buy and they can't be rushed."

In the Southwest, from Phoenix, dealers normally cautious in their view of the future see this fall varying from good to boom. Russ Morrisey, appliance-TV manager for Mehagian's expects "a tremendous appliance boom this Fall". He has talked with construction men there and feels that the change in FHA regulations will start vast developments in higher-priced custom homes and kitchens. He points to continued influx of new families to the area—bringing 1,800 new residents a month—as a good reason for optimism there. At a shopping center appliance store, Bostrom's, in Phoenix, manager Kate Shelton anticipates a sales increase this fall, but questions whether profits will match the sales. At Dorris-Heyman's, a downtown department store, appliance manager Gilbert Modglin expects a two or three percent increase in appliance business this fall compared to '56.

North again to Portland, Ore., where Clarence Miller, home furnishings manager at Lipman Wolfe & Co. states: "I do not expect any decline in appliance-TV business, though some stores in the area have. Business should hold up comparable to the last few fall seasons." Of great aid, he says, is the manufacturers' program of stepping up parts of their lines, introducing 1958 lines early, particularly washers. He points out that appliance-TV sales have held up pretty well in spite of the general decline in the lumber market as a result of a slowing up in building starts. He feels, however, that the change in FHA may start an upswing in the lumber industry on which so much of Oregon's economy depends.

Across the Cascades to Spokane, Wash., for a report on the Inland Empire bring optimistic views of the appliance-TV business there this fall. "I don't see how the appliance-TV business can help but be good," says Ralph T. Peters, appliance manager for the Bon Marche, the Allied department store in Spokane. He said his optimism stemmed from the fact that there were fewer dealers and a potentially larger demand for major appliances and TV in the fall. He feels that an added emphasis on selling, particularly from the quality viewpoint, will keynote the industry's activity there. Stanley Densow, operator of five stores in the Spokane area, says: "I feel that we will have as good a fall as we had last year and it could be better." Many people have been putting off their appliance-TV buying so far this year, Denslow believes.

Some upward trend in appliance-TV sales is expected in the Los Angeles area by the buyer of one of the largest department store chains in the country. His stores already have had a 15 percent increase in sales of refrigeration, and TV and hi-fi are up close to 10 percent. This executive bases his predictions for the fall on the expectancy of a big rise in refrigerator sales and in TV sales. Much of the rise will result, he says from a drop in prices. He points to the trend of department stores in New York, Chicago, Detroit and Philadelphia to slash prices of majors to \$20 above cost in order to meet discount house competition. He believes that the practice will reach Los Angeles shortly. Walt Holmes, manager of United Consumers, a suburban Los Angeles discount house, believes that most of the discount houses will have an uptrend in appliance-TV sales this fall—he expects his own store to do 15 percent more this fall than for the fall of '56. To get this increase, United Consumers has been taking on additional lines and offering increased service. He says: "Discount houses have been steadily overcoming the reputation of giving inferior service. This factor, coupled with their traditionally lower prices, will take some of the play away from the large department stores."

"This should be our biggest year," says Armand Emond, manager of the appliance department of Northern Commercial Co., Fairbanks, Alaska. "The amount of home improvement work underway is the reason. We've had a steady increase since 'spring.' Another retailer here near the Arctic Circle expects fall business to be good in appliances and TV. Bill Furnish, manager of appliances, Nerland's Store says: "The last few years people have been doing well here. Salaries are higher and credit buying has encouraged sales. We're doing keener merchandising, too."

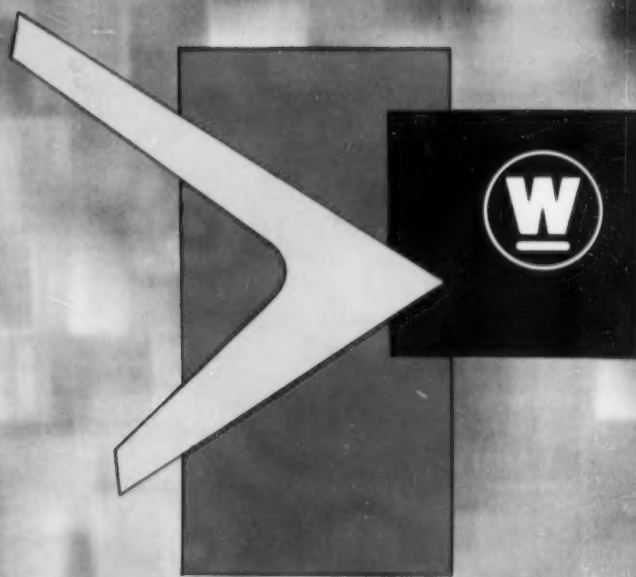
What is more appropriate than "Aloha" to close this preview of appliance-TV business in the Far West this Fall. In Honolulu, Chas. L. Schmidt, advertising manager of W. A. Ramsey Co., sees prospects for the fall as "quite good". He thinks a combination of earlier opening dates for the 1958 lines will contribute to boosting sales ahead of 1956. Paul Anderson, president of Honolulu Electrical Products Co., retail subsidiary of the utility, sees a fairly firm market this fall based on heavy building activity which is carrying on in spite of the tight money market.

(Continued on page 25)

New from Westinghouse for 1958...

appliances in the exciting

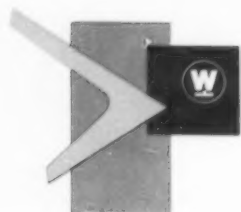
SHAPE OF TOMORROW



It's a look...it's an idea...it's a trend...
it's dynamite that explodes into sales!

Suddenly, everything else seems old fashioned! Here are clean, crisp lines...
appliances that give the built-in look... without the built-in cost. They shove right
into place without a curve or bulge... they square up with counters and cabinets.
Inside too, these Westinghouse appliances are so far ahead of all others,
you'd think it was a different century!

Just look ➡



NEW.

Westinghouse "SHAPE



LH-4 and DH-4 Revolutionary New Space-Mates
—Washer Below, Dryer Above



D-110 Custom Imperial Dryer Twin

L-110 Custom Imperial Laundromat

NEW STYLE-LITE CONTROL CENTER

Illuminated push-button panel gives more control of washing and drying results than ever before. Five wash, two rinse temperatures including cold water wash and rinse. Three heat selections, automatic or time dry.

New 1958 Westinghouse Laundry

DRAMATICALLY ADVANCED!



One straight selling story for every Laundromat* . . .

**SAND TEST WINNER! FAMOUS REVOLVING AGITATOR
WASHES CLEANER, RINSES BETTER, CLEANS ITSELF**

Beats all other automatics, even the most expensive new '58 machines. Latest Sand Tests prove the Revolving Agitator again outwashes all the newest '58 models . . . removes every trace of sand (representing heavy soil) from clothes and machine. Other makes still leave sand in clothes and washer, too. Proof beyond doubt that Westinghouse still washes cleaner, rinses better, cleans itself.



One straight selling story for every Speed Dryer . . .

**PATENTED DIRECT AIR FLOW
DRIES FASTER, FLUFFIER, THRIFTIER**

Thriftiest because it's swiftest. And that's why it's easiest to sell. It's the only system that blows fresh, warmed air directly onto tumbling clothes, not through machinery. This means a faster, fresher drying job with less current. Means, too, that it fluffs clothes smoother, cuts ironing time up to one-half. No wonder it's the dryer in top demand—the big seller for '58.

...ALL T

OF TOMORROW" gives you the

OL CENTER
anel gives
and drying
Five wash
uding cold
three heat
e dry.

it's easier
warned at
machinery
ess current
uts ironing
yer in top



WD-3 Combination Wash 'N Dry

D-112 Imperial
undromat

D-112 Imperial Dryer Twin

D-114 Royal
undromat

D-114 Royal Dryer Twin

DCL-16

New 1958 Westinghouse Frost-Free Refrigerators with Separate Home Freezer

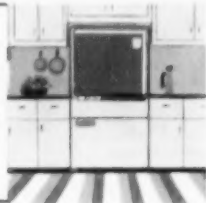
SUCH WONDERFUL STORE and SERVE FEATURES



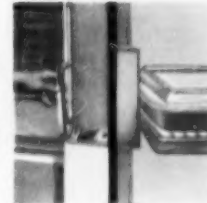
PUSH-BUTTON DRY: shuts off machine automatically when clothes are dry; ends guess work, prevents over-drying and under-drying.



WESTINGHOUSE COLOR PANELS add a little or a lot of color to any kitchen. Choice of 10 colors—easily changeable.



WESTINGHOUSE MAGNETIC DOOR insures tight seal, easy opening. Magnets backed by a lifetime guarantee ... completely child-safe.



WESTINGHOUSE CUBE SERV tray after never-st cubes into some color size.

ALTHROU

gives you the newest products...newest exclus



**New Cold Injector
Westinghouse
chills food faster,
keeps food better!**

GELATIN TEST PROVES IT!



COLD INJECTOR WESTINGHOUSE



OTHER REFRIGERATORS



TDL-12



DL-12



DL-9



DCL-14



HDL-12



HL-11



HL-12



HL-9



refrigerators with Separate Home Freezer

STORE and SERVE FEATURES!

**WESTINGHOUSE
MAGNETIC DOOR**
insures tight seal,
easy opening. Mag-
nets backed by a
lifetime guarantee
...completely
child-safe.



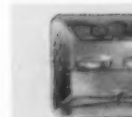
**WESTINGHOUSE
CUBE SERVER** snaps
tray after tray of
never-stick ice
cubes into hand-
some container.



Model	Refrigerator Cu. Ft.	Freezer Cu. Ft.	Available In Colors
DCL-16	10.4	5.4	5 cabinet, 11 panel
DCL-14	9.1	4.6	5 cabinet, 11 panel
TDL-12	9.2	2.9	5 cabinet, 11 panel
DL-12	9.7	2.1	5 cabinet, 11 panel
HDL-12	9.7	2.1	11 panel
HL-12	9.9	1.7	
HL-11	8.8	1.7	
DL-9	8.1	1.0	11 panel
HL-9	8.1	1.0	

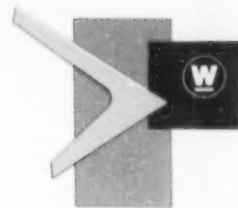
New 195

ACT

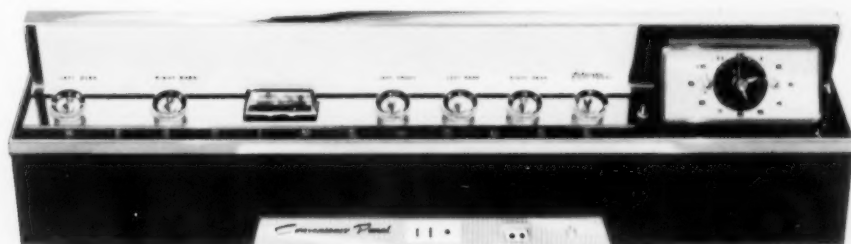


BEST BAKING
Miracle Sealed Corox
heaters, to-
m, radiate unif

DOUGH!



exclusives...newest ideas to sell!



Here's the glamorously styled 1958 Westinghouse range backguard — jewel-like in appearance, simplicity itself to use. New Convenience Panel features Grill-Appliance Outlet and additional retractable cord outlet, both automatically timed.



New 1958 Westinghouse Ranges

ACT AS NEW AS THEY LOOK!



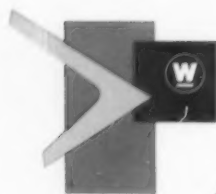
BEST BAKING... in new Miracle Sealed Oven. Tubular Corox® heaters, top and bottom, radiate uniform heat.



EASIEST CLEANING... only range in all the world where both surface and oven units Plug-Out for fast, easy clean-up.

Here's a line of ranges that's new in appearance, new in performance... and the sales story is as slimmed down as the profile. Three models... two sizes, 40" and 30"... all with the same brand-new Miracle Sealed Oven with "Spread-Even" heaters that assure perfect baking. All surface units on all models are Plug-Out. That's right—all 1958 Westinghouse ranges have these sales-clinching features. All have Rotary Controls with 1001 heat settings, all have the new Divided Platform with No-Drip edge. Four of the six have both Super Corox and Automatic Surface Units. Never before was a range line so easy to display... to demonstrate... to sell.

- IMPERIAL 40**—Double oven deluxe 40-inch range.
- AMBASSADOR 40**—Fully automatic deluxe 40-inch range.
- ARISTOCRAT 40**—Low-priced 40-inch range.
- IMPERIAL 30**—Deluxe automatic 30-inch range.
- AMBASSADOR 30**—Automatic range in popular 30-inch size.
- ARISTOCRAT 30**—Low cost 30-inch range.



IT'S WESTINGHOUSE...a complete line



Freezer Living is so easy to sell with Westinghouse Selling Book 6HF-0102.

Upright or Chest
easy to see a
sell features.

UPRIGHT FEATURES

Deep Door Storage
reach
Roll-out Basket
conveniently
Quick-Freeze Plan
ing to seal in fla
Porcelain Liner f
easy to clean

3-WAY GUARANTEE

- A. 1-year warranty
- B. Additional 1/2
- C. Separate 3-year extra cost.



IT'S WESTINGHOUSE...for the new



New

AUTOMATIC PORTABLE DISHWASHER

Smart new styling... and completely automatic, with the "Stop-N-Add" feature. Easily demonstrated on the sales floor or in the home. Power Washes! Power Rinses! Power Dries! Has large family capacity, yet compact—takes less than 4 square feet of floor space. Here's a traffic builder that's priced right for good turnover with full profits. ROLLS... LOADS... STARTS... WITH EASE—no installation problems.



Greatest selection of dishwashers in the industry—17 Deluxe models. And here's your sales clincher:

NEW! Exclusive Westinghouse WATER TEMPERATURE MONITOR* thermostat—guarantees 140° hot wash and rinse water for sanitary-clean dishes.

*This and other features that sell, are provided in all 17 built-in models, including the 18" dishwasher-sink combination and 24" cabinet models.



WHITE BIRCH

NEW!

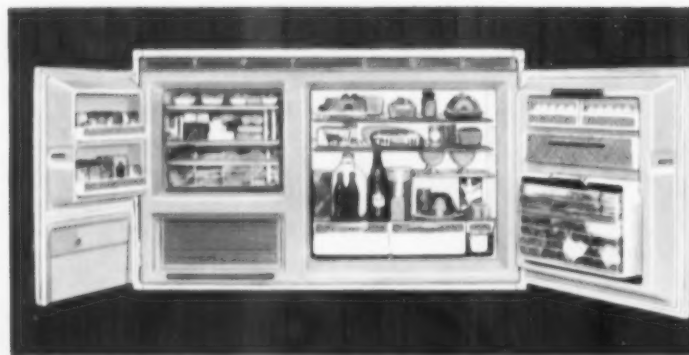
PLUS! Complete decorating req



YELLOW



IT'S WESTINGHOUSE...for the most



In-the-wall

REFRIGERATOR-FREEZER. Complete, self-contained unit slides into place. Automatic defrosting. Refrigerator with a separate Home Freezer. Model BHK-13.



Versatile pair!

SPACE-MATES. Under a counter in 50". Models LH-4; DH-4.

Choice of col

RANGE "SEP

Deluxe 24"
OL-24; 17"
OL-17. (No

Complete line with selling features!

Upright or Chest... Westinghouse Freezers make food packages easy to see and easy to remove. And they're packed with ease to sell features.

UPRIGHT FEATURES

Deep Door Storage puts foods at easy reach
Roll-out Basket stores bulky items conveniently
Quick-Freeze Plates gives fast-freezing to seal in flavor
Porcelain Liner for long life... and so easy to clean

CHEST FEATURES

Counterbalanced Lid lifts at a finger's touch
Lift-out Storage Baskets make loading so easy
Separate Quick Freeze Compartment locks in natural flavor
Porcelain Liner for long life... cleans in a jiffy

3-WAY GUARANTEE

- A. 1-year warranty on entire freezer cabinet.
- B. Additional 4 year protection on sealed-in mechanism.
- C. Separate 3-year food spoilage warranty from Westinghouse to your customer at no extra cost.

5 UPRIGHT MODELS

UK-9	8.9 cu. ft.	holds 310 lbs.
UK-12	11.8 cu. ft.	holds 414 lbs.
USK-14	13.6 cu. ft.	holds 477 lbs.
UK-14	13.6 cu. ft.	holds 477 lbs.
UK-20	20.2 cu. ft.	holds 710 lbs.

4 CHEST MODELS

CSK-10	9.9 cu. ft.	holds 346 lbs.
CSK-15	14.95 cu. ft.	holds 522 lbs.
CK-15	14.95 cu. ft.	holds 522 lbs.
CK-20	20.0 cu. ft.	holds 700 lbs.

The newest ideas in "CLEAN-UP" kitchen appliances!



WHITE BIRCH BIRCH KNOTTY PINE CLEAR PINE MAHOGANY OAK WALNUT

NEW! Widest selection of ready-made wood panels to help you sell more Westinghouse Deluxe built-in dishwashers. At your distributor's now—ready for custom finishing in your customer's kitchen.

PLUS! Complete selection of custom-finished steel panels, to meet every color decorating requirement.



YELLOW GRAY PINK AQUA PRIME COPPER CHROME

Sell "DO-IT-YOURSELF and SAVE" Feature. Pictorial installation instructions packed with every unit.



FD-2

Continuous Feed operation provides Super-size capacity for all kinds of food waste. And it's extra-quiet because of quality construction.

It's easy to sell up to this Deluxe model for greater profit. Reversing switch clears a jam quickly—provides double-life—grinds twice as fast.

FD-1



SAFE—CLEAN—ECONOMICAL—Exclusive Corox® direct-immersion elements give faster heating too! NEW Quick Recovery 40-gallon models deliver 150° water 6 times faster than ordinary water heaters. Liberal 10-Year Protection Policy assures satisfied customers. Table-top models can be installed under standard 36" counter surface. Complete line for every requirement.

The most versatile built-ins!



Choice of color! Choice of arrangements!

RANGE "SEPARATES"

Deluxe 24" oven, Model OL-24; 17" oven, Model OL-17. (Not shown.)

Two unit platforms, stainless steel or colors. Models PJ-66; PJ-68.

4-unit platform in stainless steel. Model PL. (Not shown)



Takes over after dinner!

DISHWASHER AND DISPOSER. Exclusive Water Temperature Monitor dishwashers. Food waste disposers shred all food waste even bones and flush down the drain.

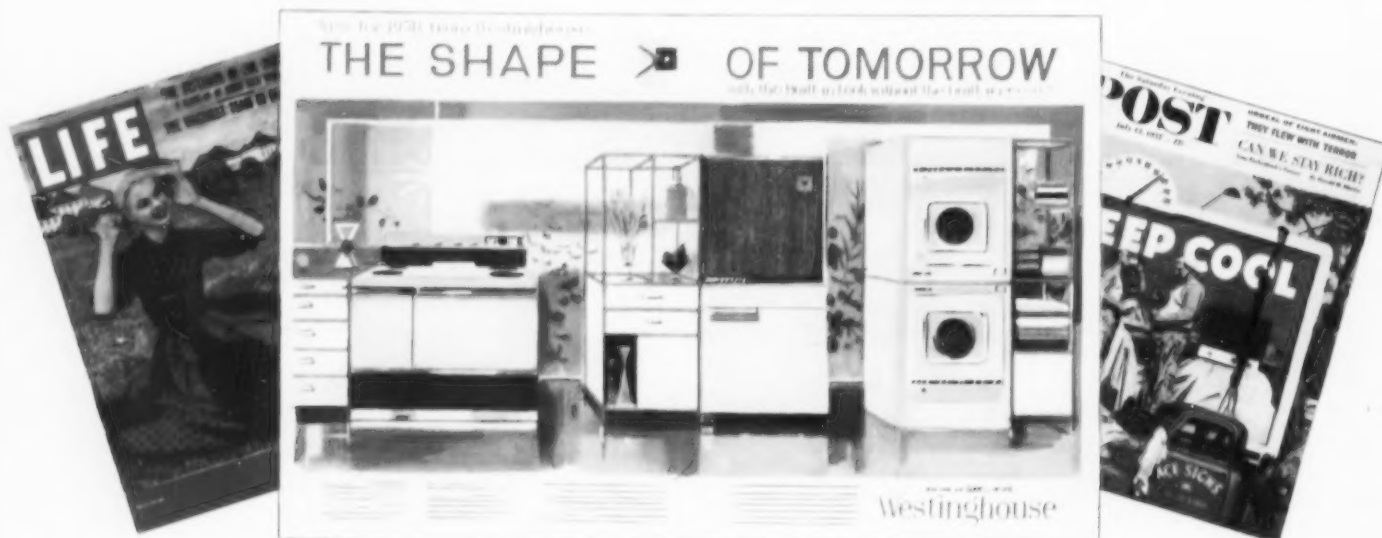


Cooks with "Speed-o-light"

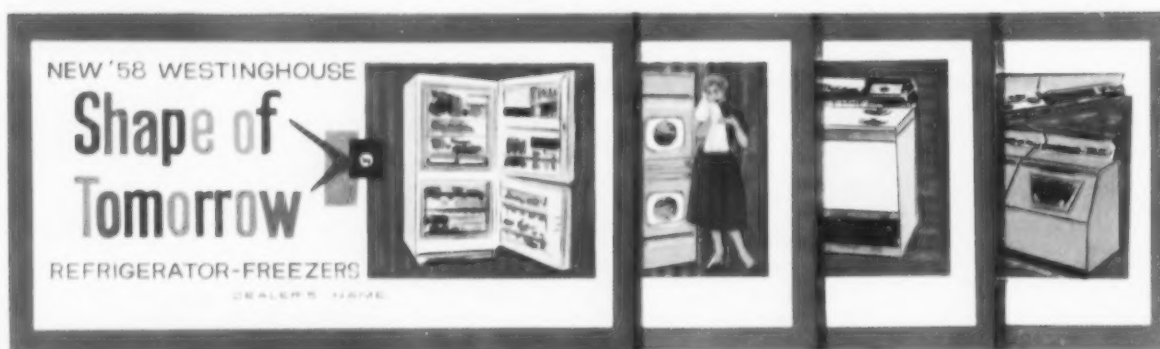
ELECTRONIC RANGE. Goes anywhere there's 220 volt service. Model XL.

POWER-PACKED SUPPORT BEHIND THE "SHAPE OF TOMORROW"

- In magazines, newspapers, Sunday supplements and on television!
- Concentrated during the biggest selling period of the year!



IN NATIONAL MAGAZINES—impressive 4-color spreads introducing the "Shape of Tomorrow" to readers from coast to coast!



ON BILLBOARDS—24-sheet full-color posters in hundreds of strategic locations, intensifying the effect of the "Shape of Tomorrow" message on your customers.



IN KEY CITY SUNDAY SUPPLEMENTS—colorful pages designed to focus attention on the dealers who push the "Shape of Tomorrow" in their stores.



ON WESTINGHOUSE "STUDIO ONE"—reaching 25 million viewers—powerful, hard-selling commercials stressing the beauty and advantages of the "Shape of Tomorrow."



YOU CAN BE SURE...IF IT'S **Westinghouse**

WESTINGHOUSE ELECTRIC CORPORATION, MAJOR APPLIANCE DIVISION, MANSFIELD, OHIO

TRENDS REGION BY REGION

... in CANADA

By M. L. Schwartz

Refrigerators, ranges, washers, and radio spark unexpected July-August pickup in sales . . . Consumer willingness to pay cash eases credit squeeze

SALES were generally in a bad slump in June but, suddenly as well as surprisingly, dealers began to record an upswing.

Business in July and early August staged the biggest, most exciting pickup of recent months and even made many dealers forget about the usual August clearances. Sales increased for refrigerators, electric ranges, washing machines, hot-plates, radios, etc. (though TV sales were still in a slump).

"July's sales jumped up beyond our expectations," said the general manager of a large firm in Montreal, confiding that indications already pointed to a "whooping good month for August."

"July and August business should shoot our sales to pretty good figure in major appliances," said a dealer in Toronto, "but we're not doing so well with radios and TV, at least not what we counted on." One independent dealer in a smaller center in Quebec reported, "It's a great break for me because I was worried stiff in June and early July when things were glum. But that's over and I'm busier than ever, especially with the big stuff and brand names."

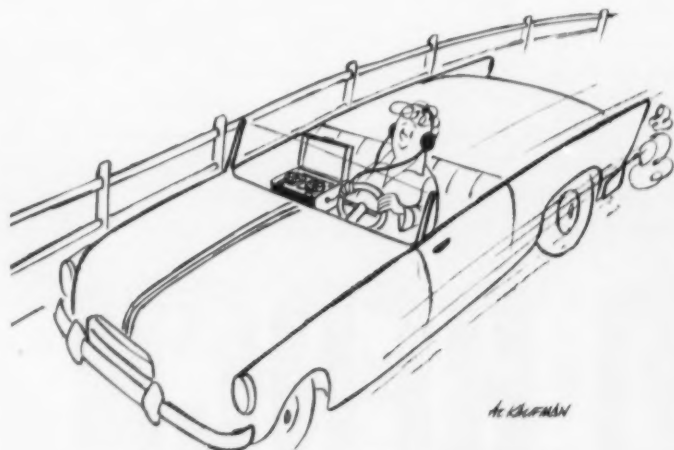
There is some disappointment about the way sales have gone in window fans and room air conditioners. When a heat wave hit, sales skyrocketed, but when weather was cool, sales were poor. One large department store head, with 20-odd years experience behind him, said bluntly that his company tried harder than usual this year to boost sales but "we're going to end up in the red."

One big dealer in Ottawa said that during a four-day heat wave he disposed of his entire stock of fans without spending a cent on promotions. "They just came in and bought them, mostly for cash," he remarked. It was noteworthy that dealers in several other cities who reported similar experiences were all concerned with how they could save their ad spending when these promotions hit a cool spell.

Small dealers finally seem to be getting a better competitive break with big retailers in the use of credit as a sales weapon.

During 1956, say dealers, the government's tight rein on credit forced many small retailers into bankruptcy (125 as compared with 93 the previous year) because they

(Continued on page 28)



... STAY ON TURNPIKE TO EXIT 105 ... GET ON ROUTE 35 ...
MAKE LEFT AT PARK ... CONTINUE ALONG ...

FOR
TURNOVER
PROFITS

feature



COFFEE-MAKERS!

*Your Customers Can PAY More — But An
"EMPIRE-MATIC" Makes The Finest Coffee!*

When you can furnish the means for making finer flavored, more delicious coffee—at less cost—there's an unbeatable combination! This happy result is a certainty with the "EMPIRE-MATIC" . . . due to exclusive features that assure perfect automatic operation. All this—PLUS true beauty of design!

There's An "EMPIRE" Coffee-Maker
... SIZE And PRICE ... For Every Need!
AUTOMATIC or NON-AUTOMATIC

Your Jobber Can Serve You

EMPIRE-MATIC

—with Signalite that glows red when coffee is ready . . . "Cold Water" Pump for faster perking—while saving coffee.

4-8 Cup No. 1948 **\$12.95**



The METAL WARE Corporation

Two Rivers, Wis.

Merchandise Mart, Chicago

200 Fifth Ave., New York

BUY 5 and



Electric Food Grinder
\$39.95 retail.



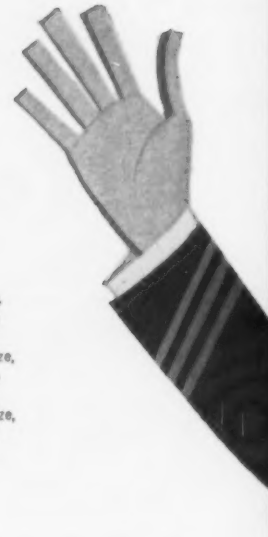
Mixette
Colors, \$19.95 retail.
Chrome, \$22.95 retail.



Food Mixer
White, \$44.95 retail.
Chrome, \$54.95 retail.



New Electric Blanket with exclusive
"SLEEPIN' BEACON" Control



Twin-Bed Size,
Single Control,
\$29.95 retail;
Double-Bed Size,
Single Control,
\$34.95 retail;
Double-Bed Size,
Dual Controls,
\$44.95 retail.



Automatic Fry Pans
12" Family Size, \$22.95 retail.
11" Medium Gift Size, \$19.95 retail.
Polished Aluminum Covers, \$3.50 and \$3.00 retail.
Copper-Finish Covers, \$4.00 and \$3.50 retail.



Home Drink Mixer
White, \$22.95 retail.
Chrome, \$27.95 retail.



New "DEEP CLEAN"
Cleaner, \$79.50 retail,
with attachments.



Automatic Toaster
\$19.95 retail.



Liqui-Blender
White, \$42.95 retail.
Chrome, \$47.95 retail.

\$5 in bonus profit—with every 5 you buy!

Write your own deal! With every five Hamilton Beach appliances you buy—any assortment and at full discount—you get a \$5 credit certificate good on your next purchase! In effect, a *bonus profit* of \$5! And you can write the same deal as often as

you like—with every 5 you'll get a \$5 credit!

And remember, we're putting our advertising dollars right on your doorstep . . . with a campaign that will reach TWENTY-FIVE MILLION people! Your customers will be among them!

Now's the time to order from your wholesaler



HAMILTON BEACH

HAMILTON BEACH COMPANY, A Division of SCOVILL Manufacturing Co.
RACINE, WISCONSIN



get a Fin!



PLUS:

the FREE sales power of the biggest advertising campaign in Hamilton Beach history!



THE LINE WITH 5 TO 1 SALES LEVERAGE!

.....The only 5-year guarantee in the business!

were not able to match the easy terms offered by larger and more solidly financed stores.

Now, however, say government officials, the consumer is paying cash for his appliances and TV. As a result, in the first quarter of this year cash transactions in appliance, radio and furniture stores rose to 32.7% of total sales as compared with 31.2% in all of 1956.

The downturn in the credit curve is expected to continue—at least until big dealers feel the competitive pinch enough to resume the battle of easy terms.

Dealers are looking forward to color TV, more private stations, and relief from the 15% excise tax, according to President J. D. Campbell of the Radio-Electronics-TV Manufacturers' Assn. of Canada.

"A continuing delay in the start of color and lack of stronger support for more private stations has not helped our market growth," he said. "However, at least now we can look forward to color and some more stations with a greater degree of confidence and if the new Parliament will act on their recommendation for financing the CBC, we should soon be relieved of the burdensome 15% excise tax."

"The outlook for the balance of this year is, I believe, most encouraging," he continued, pointing out that Canada's economy was strong and the industry was in a good position to capitalize on it. "TV and radio set manufacturers, with their inventories in a much improved condition, will enter the market this fall with better styling, new features, more compact sets due to the 110° picture tube. Prices, I believe, will be firmer, and in the face of continuing increased costs, this is essential if the industry is to prosper. I really believe that this swing to greater emphasis on styling and quality is the 'growing up' of this part of our business."

Campbell foresaw a volume of close to 500,000 sets will be attained and while this is less than the last two years, it is "still a very healthy volume to participate in." He added that "the radio business, which for the past few years has been relegated to second place, with the advent of TV, is showing that it is as strong as ever, a trend that augurs well for TV as well." The growing importance of hi-fi shows that Canadians are sufficiently individualistic to want to exercise their choice in what and when to listen," he declared. *End*



Belden RANGE CORDS

Restyled for easier application and economy! Belden Range Cords give you the easy, permanent, trouble-free installation that satisfies your customers. No costly service calls! Typical of the quality in the Belden complete line of household cords.

BELDEN MANUFACTURING COMPANY
4663 West Van Buren Street, Chicago, Illinois

IF IT'S WORTH A SERVICEMAN'S TIME
IT'S WORTH A BELDEN CORD

Belden
WIREMAKER FOR INDUSTRY
SINCE 1902
CHICAGO

9-17

Available in 36",
54", and 72" lengths.
See your Belden
Distributor

Magnet Wire • Lead Wire • Power Supply Cords, Cord Sets and Portable Cord • Aircraft Wires
Welding Cable • Electrical Household Cords • Electronic Wires • Automotive Wire and Cable

THE ALL NEW SUPER HUSH WASTE KING



WASTE KING *Super Hush* GARBAGE DISPOSER

Two Big New Differences for "Out of This World" Sales Power



Big Difference #1:
"LIQUIFYING ACTION"

Even corn husks, artichokes and bones are instantly liquified and swept down the drain. 30% faster action makes all other methods of getting rid of garbage old-fashioned.



Big Difference #2:
"MAGIC SOUND BARRIER"

Famous Waste King Hush-Cushions plus a Silican Sound Sponge surrounding the liquifying chamber eliminate 95% of the irritating noise of old-fashioned garbage grinders.



MAGIC SOUND BARRIER AND LIQUIFYING ACTION ARE OUT OF THIS WORLD SALES FEATURES. BUT YOU ONLY HAVE TO GO AS FAR AS YOUR LOCAL APPLIANCE DISTRIBUTOR OR PLUMBING JOBBER TO GET THEM. DO IT TODAY!!!



Ask your appliance distributor or plumbing jobber about the complete new line of free-standing and under-counter WASTE KING SUPER DISHWASHER-DRYERS. Seven selling advantages answer every traditional objection to ordinary automatic dishwashers!



DISPOSERS



DISHWASHERS



BUILT-IN ELECTRIC AND GAS RANGES



INCINERATORS

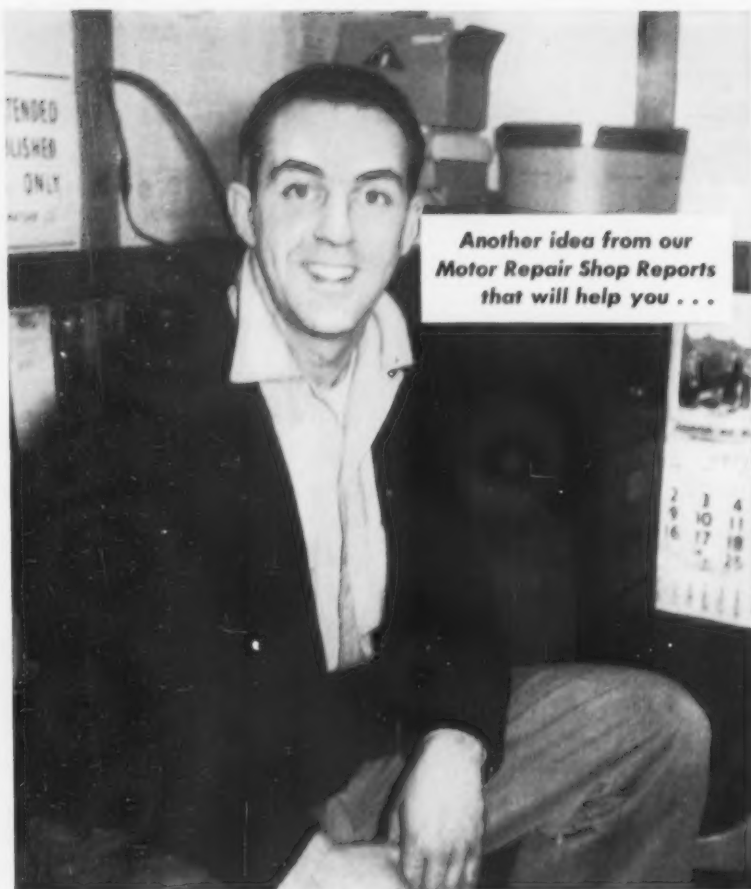
WASTE KING CORPORATION

3300 E. 50th Street
Los Angeles 58, California

Gentlemen:

Rush literature about the SUPER HUSH WASTE KING GARBAGE DISPOSER and the name of my local distributor to:

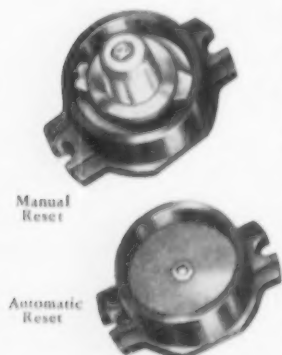
NAME _____
STORE NAME _____
ADDRESS _____
CITY _____ STATE _____



KLIXON Protectors Save Many Call-Backs For Syracuse Motor Repair Shop

SYRACUSE, N. Y.: Robert Capocefalo, in his job as General Manager of the Syracuse Armature Company, is very familiar with the advantages of Klixon Motor Protectors. Here's what he thinks about Klixon Protectors:

"As a result of using Klixon Protectors, we feel that we've saved many call-backs with the result — a much better understanding with our customers in general."



The KLIXON Protector is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET,
"THE STORY OF THE SPENCER DISC."

METALS & CONTROLS CORPORATION

Spencer Thermostat Division 2509 Forest Street, Attleboro, Mass.

KLIXON

ECONOMIC CURRENTS

Look Out for Cars and Pessimists

By the McGraw-Hill Dept. of Economics

THE competition for the consumer dollar will become increasingly keen during the last half of this year. Appliance dealers will have to put up a strong fight for their share. There are two reasons for the growing competition: (1) the auto industry is expecting a big push in sales this fall and (2) consumers are not as optimistic about their immediate future as they had been earlier in the year.

MORE PUSH FOR CARS. The auto industry will begin its drive early in the fall. Auto producers are spending large sums of money for tooling and styling to make the new 1958 models more attractive to consumers and advertising budgets will be upped accordingly.

But equally significant to auto sales is the fact that consumers incomes are rising and will continue to rise throughout the year. And a large number of consumers will be completing their installment payments on cars purchased a couple of years ago. These people will become good targets for trade-ins and new cars.

In addition to the competition from the auto industry, the appliance dealer will also have to buck the change in consumer attitudes. This change is reflected in the latest survey made by the Survey Research Center of the University of Michigan.

LESS OPTIMISM. The survey shows a downward trend in consumer optimism. In 1955 when consumer optimism was at its height more than half of the consumers (55%) thought it was a good time to buy household goods and clothing. Now, slightly less than half (47%) think so. And the number of people who figure it is a bad time to buy has crept up a bit, from 17% last winter to 20% now.

The report shows that intentions to buy new cars is about the same as last year, but the used car market show signs of improvement. Since last year was the second best year in auto history, this would result in a healthy year for the industry. But with the concerted effort to attract more sales, the prospects are improved considerably.

FEWER APPLIANCE BUYERS? Consumer intentions to buy major household appliances, however, are less frequent than last year. The same is true of plans to buy houses, which are related to appliance sales.

If consumers carry out these intentions the expected buying pattern would be very much similar to last year. In 1956 the total amount consumers spent for furniture and appliances was somewhat higher than the year before. But the actual number of units bought was lower. In some cases this is a reflection of higher prices, and in others a continuation of the trend of consumers to upgrade their purchases.

Another finding of the survey was that the consumer felt only slightly less optimistic about his own future than he did last year. However, he was far less optimistic about the economy as a whole. Thus, the consumer feels optimistic about his own future because his income is rising.

But why are consumers concerned about the business situation?

PRICES SCARE CONSUMERS. Almost 50% of those included in the survey admitted that they, or people in their community, have financial worries. And their worries are mostly about unemployment. They are also worried about high expenses

(Continued on page 32)

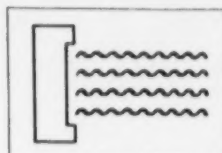
Now! A new line of automatic room heaters from **WESTINGHOUSE**



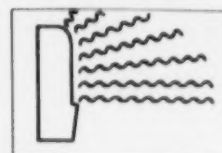
Model CRH-161—1650 watts
Model CRH-131—1320 watts

WESTINGHOUSE CUSTOM ROOM HEATER

No more "spotty" heating. Curved, two-directional grille channels warm air out *and up*. Permits "full-room" heating. Combination of radiant heat and fan-forced air in a room heater that's big . . . but completely portable. It's automatic, too! Accurate thermostat keeps room at desired heat level. Every safety device has been included. Double-wall construction keeps unit cool to touch. Safety tip-over switch. Chrome safety grille. Indicator light. And . . . a 5-year guarantee!



One-directional heater allows poor, "spotty" heating.



Westinghouse two-directional, curved grille allows "full-area" heating.

ONLY **\$39⁹⁵**

WESTINGHOUSE SPECIAL ROOM HEATER

Fully powered heater that's compact in size. Heats with fan-forced heat. Accurate, automatic thermostat. Outer unit wall cool to touch. Beautiful, high-fashion, portable with convenient carrying handle. 1-year guarantee.

ONLY **\$19⁹⁵**



Model SRH-161—1650 watts
Model SRH 131—1320 watts

YOU CAN BE SURE...IF IT'S **Westinghouse**

LET DEXTER HELP YOU SELL



Ask your Dexter distributor to show you the big, powerful 4-color broadside mailing being made for Dexter dealers by the factory—direct to consumers. Dealer's cost is peanuts—cigarette money. And Dexter does ALL mailing and addressing.



Bring her into your store ready to buy at a Good Profit to You

Whether the customer is interested in red-hot bargains . . . in maximum performance and long-pull savings . . . in automatics, conventionals or the unique Quicktwin . . . this mailing has what it takes to bring her in—ready to buy—at a good profit to you.

**Dexter Sales are ZOOMING
Dexter Dealers are Prospering**

The new Dexter Franchise for your area may be still available.

Write Today for the address of your Dexter distributor and see what he now has for you!



DEXTER

FAIRFIELD, IOWA

ECONOMIC CURRENTS

(continued)

and inflation. Nearly a fifth of consumers say it is a bad time to buy cars and household goods because prices are so high. This is somewhat offset by the fact that at least as many others say that trade-in allowances and discounts, or a possible slowdown in price gains, make it a good time to buy.

The survey points out that this lag in confidence may be due to an increasing awareness of consumers about economic conditions. Reports of cuts in overtime pay, or layoffs in some industries, may be affecting consumers' attitudes even though they may not be affected by these events.

ATTITUDES CAN CHANGE. Thus, although the results of the survey do not add up to the glowing optimism expressed in earlier reports, it is well to remember that the intentions to buy are not the same as future sales. The survey shows the trend of consumer thinking, and the direction, but it is by no means a fixed attitude. Consumers can be induced to buy with the proper incentives. And the figures show that he is in good financial shape with rising income, a good supply of savings and plenty of on-the-cuff credit available as well.

In addition, it is well to remember that this survey is still in its infancy and thus it has not ironed out the problems that keep it from being an exact indication of trends.

Since the survey is only conducted twice a year it cannot be a precise indicator. It may not catch just the moment when a great change in attitude has taken place. And there is, too, the weather factor. For example, nothing helps air conditioner sales like a heat wave in June.

Another problem is what to include when questioning consumers on their attitudes. Just recently, the questions on buying intentions were broadened to include some of the newer appliances as well as the old standbys.

PLENTY OF COMPETITION. But regardless of how precise the survey figures may be, it does add up to growing competition for the appliance dealer. Both the attraction of other goods, such as autos, and the sitting-on-the-pocketbook attitude of the consumer will make it more difficult for the appliance dealer to push his wares.

End



"I HOPE THAT ONE GOES INTO THE HAT . . . WE'VE GOT TO MAKE ONE FOLLOW-UP CALL TODAY!"

COLUMBIA  PHONOGRAPHS PRESENTS



"Masterwork" Series—Model 866

LISTENING IN

DEPTH

Unveiling the most fabulous and comprehensive collection of phonographs in its history, Columbia Phonographs here presents a few representative models. Featuring cabinet styling by Paul McCobb and Peter Quay Yang, world-renowned designers, Columbia's line for 1958 is also the first presentation of a great new advancement in sound . . . **D.E.P.** Directed Electromotive Power, the secret of *Listening in Depth* and the secret of overwhelming success in 1958 for Columbia Phonographs.



▲ PORTABLES

Long known in the industry as the manufacturer with the "fastest selling" line of portables, Columbia continues its unsurpassed reputation in 1958. Starting with the world-famous \$29.95 Model 512, Columbia's extensive selection goes through 14 separate models. From manually operated traffic stimulators through superb high-fidelity automatics (plus portable radio-phonograph combinations) Columbia's matchless designs, thrilling fabrics and superior engineering again lead the field.

Illustrated: Model 526

TABLE MODELS—CONSOLETTES

The Pacemaker "360" in a thrilling new edition is joined this year with two more outstanding models to fill out the Columbia table model—consolette line. Optional legs with the 360 and 542 allow freedom of choice in matching decor while the handsome 524 table model assures the compact custom touch. Power-packed, popular-priced phonographs... all three!

Illustrated: Model 542



▲ CONSO

Depth of
provides
in 1958.
Matchless
models of
principles
engineering

Illustrated

D.E.P. THE SECRET OF LISTENING IN

DE



▲ CONSOLES

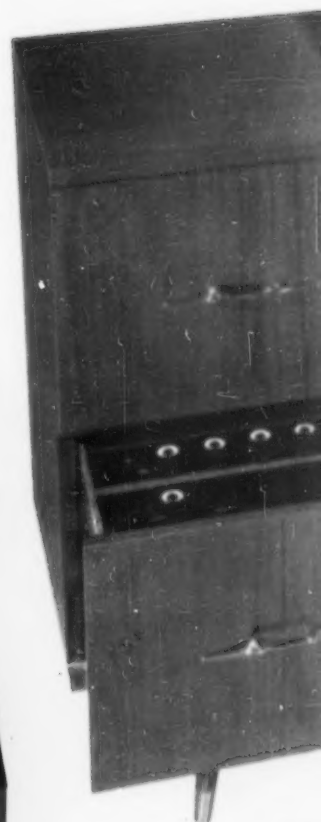
Depth of design and depth of pricing too as Columbia provides beautiful consoles in every price range in 1958. Genuine wood cabinets in many finishes. Matchless Peter Quay Yang styling with most models employing the thrilling new D.E.P. sound principle. Priced for every pocketbook and engineered for outstanding fidelity.

Illustrated: Model 532

CONSOLES

Columbia's magnificent consoles are highlighted with special features in many models. AM-FM radios with specially powered AM-FM tuners, extra record storage space, and many other "extras" make each model a convincing answer to any consumer request. All this plus D.E.P. assure selling in depth in '58.

Illustrated: Model 535



▲ CONSOLES

D.E.P. makes your records high fidelity sound at a

Illustrated: Model 535

COLUMBIA PHONOGRAPHS

DEPTH

Not since America first turned-on the world has there been an advancement in sound reproduction. Our laboratories which brought you the original D.E.P. (Directed Electromotive Power) which set out the *entire* listening range. Now available in **D.E.P.** brings you a smooth and extended sound with no distortion. This principle, hitherto impossible, brings the depth of sound to your customers and selling in

TABLE MODELS—CONSOLETTES

The Pacemaker "360" in a thrilling new edition is joined this year with two more outstanding models to fill out the Columbia table model—consolette line. Optional legs with the 360 and 542 allow freedom of choice in matching decor while the handsome 524 table model assures the compact custom touch. Power-packed, popular-priced phonographs... all three!

Illustrated: Model 542



CONSOLES

Depth of design and depth of pricing too as Columbia provides beautiful consoles in every price range in 1958. Genuine wood cabinets in many finishes. Matchless Peter Quay Yang styling with most models employing the thrilling new D.E.P. sound principle. Priced for every pocketbook and engineered for outstanding fidelity.


Illustrated: Model 532

CONSO

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Illustrated



COLUMBIA  PHONOGRAPHS

THE
SECRET
OF

■ LISTENING IN

DEPTH

CONSOLES

Columbia's magnificent consoles are highlighted with special features in many models. AM-FM radios with specially powered AM-FM tuners, extra record storage space, and many other "extras" make each model a convincing answer to any consumer request. All this plus D.E.P. assure selling in depth in '58.

Illustrated: Model 535



CONSOLES

D.E.P. sound system with design qualities make this model an outstanding addition to our regular console line. Soundwise it is a complete high-fidelity system. Designwise, and soundwise it is great, but pricewise it is truly superior value at a middle-range cost.

Illustrated: Model 710

PHONOGRAPHS



Not since America first turned-on the world-famous Columbia "360" phonograph has there been an advancement in sound reproduction so meaningful to music lovers. The same laboratories which brought you the original (lp) record are proud to announce **D.E.P.** (Directed Electromotive Power) which seals the sound chamber for tonal balance throughout the *entire* listening range. Now available in many of Columbia's 1958 Phonographs, **D.E.P.** brings you a smooth and extended bass response and a drastic reduction in speaker distortion. This principle, hitherto impossible in phonographs of this size, means new realms of sound to your customers and selling in Depth for you.



▲ **PORTABLES**

Long known in the industry as the manufacturer with the "fastest selling" line of portables, Columbia continues its unsurpassed reputation in 1958. Starting with the world-famous \$29.95 Model 512, Columbia's extensive selection goes through 14 separate models. From manually operated traffic stimulators through superb high-fidelity automatics (plus portable radio-phonograph combinations) Columbia's matchless designs, thrilling fabrics and superior engineering again lead the field.

Illustrated: Model 512

TABLE MODELS—CONSOLETTES

The Pacemaker "360" in a thrilling new edition is joined this year with two more outstanding models to fill out the Columbia table model—consolette line. Optional legs with the 360 and 542 allow freedom of choice in matching decor while the handsome 542 table model assures the compact custom touch. Power-packed, popular-priced phonographs... all three!

Illustrated: Model 542



D.E.P. THE
SECRET
OF
■ LISTENING IN

COLUMBIA "MASTERWORK" SERIES

*"Masterwork" Series—
Model 850*



*"Masterwork" Series—
Model 944*



There are Columbia Phonographs ranging in price from \$29.95 to \$1,995.00. The magnificent, Paul McCobb designed "Masterwork" Series are the superlative climax of Columbia's line for 1958, the unchallenged leaders of listening in

DEPTH

IN

DEPTH

MEANS FOR YOU...

DEPTH IN ADVERTISING. 1958 is Columbia's big year! To boost your sales, there's an all-out advertising campaign featuring a two-page color spread and full color pages in LIFE, NEW YORKER and The NEW YORK TIMES. Pick up Mat-Ads for use in your local newspapers and count on the impact of spots on RADIO and TELEVISION. National and local advertising, working for your D.E.P.*

DEPTH IN IMPACT. Backed by intensive advertising, and being the apex of achievement in design and sound engineering, you can count on the impact of this year's presentation to work for you. Full-color Line Booklets, Consumer-line brochures in full color, individual **D.E.P.** brochures, Full Color Wall Charts and window displays as well as LIFE merchandising aids will assure your feeling that impact in your D.E.P.*

DEPTH IN SELLING. To make the most of the new line, the intensive advertising, the consumer impact . . . make sure that you stock the Columbia line in depth. It's your part of D.E.P.*

COLUMBIA  **PHONOGRAPHS**

CHECK YOUR DISTRIBUTOR:

ALLIED APPLIANCE COMPANY, 111 Berkeley Street, Boston, Massachusetts.
COLUMBIA RECORD DISTRIBUTORS, INC., 36 Cummington Street, Boston, Massachusetts.
ONONDAGA SUPPLY COMPANY, 344 West Genesee Street, Syracuse, New York.
ROSKIN BROTHERS, INC., 1827 Broadway, Albany, New York.
ROSKIN DISTRIBUTORS, INC., 275 Park Avenue, East Hartford, Connecticut.
SWANTON COMPANY, INC., 919 Congress Street, Portland 4, Maine.
TIMES-COLUMBIA DISTRIBUTORS, INC., 350 Halsey Street, Newark 2, New Jersey.
TIMES-COLUMBIA DISTRIBUTORS, INC., 353 Fourth Avenue, New York, New York.
BETEM & BRODY, 3131 Jefferson Street, Philadelphia, Pennsylvania.
COLUMBIA RECORD DISTRIBUTORS, INC., 919 North Broad Street, Philadelphia, Pennsylvania.
COLUMBIA RECORD DISTRIBUTORS, INC., Aiken Street at Curtain Avenue, Baltimore 18, Maryland.
B. T. CRUMP COMPANY, 1310 East Franklin Street, Richmond 13, Virginia.
DAVID KAUFMAN'S SONS, INC., Mount and Cole Streets, Baltimore, Maryland.
GOLDBERG-TILLER COMPANY, 959 Myers Street, Richmond, Virginia.
GOODMAN ELECTRIC SUPPLY COMPANY, 3610 Hampton Boulevard, Norfolk, Virginia.
ROANOKE WHOLESALE, INC., 262 Bullitt Avenue, S.E., Roanoke, Virginia.
COMSTOCK DISTRIBUTORS, INC., 1349 Spring Street, N.W., Atlanta, Georgia.
DISTRIBUTORS, INC., 822 North Myrtle Avenue, Jacksonville, Florida.
SOUTHERN BEARINGS & PARTS COMPANY, 500 North College Street, Charlotte 1, North Carolina.
MOORE-HANDLEY HARDWARE COMPANY, INC., 27 South 20th Street, Birmingham, Alabama.
MOORE-HANDLEY HARDWARE COMPANY, INC., 492 Craighead Street, Nashville, Tennessee.
WOODSON AND BOZEMAN, INC., 733 South Somerville, Memphis, Tennessee.
COLUMBIA RECORD DISTRIBUTORS, INC., 3745 Spaeth Street, Cincinnati 23, Ohio.
DANFORTH CORPORATION, 6500 Hamilton Avenue, Pittsburgh, Pennsylvania.
GRAYBAR ELECTRIC COMPANY, 253 North Third Street, Columbus, Ohio.
H. LEFF ELECTRIC COMPANY, 2341 Payne Avenue, Cleveland, Ohio.
PUGH FURNITURE COMPANY, 1322 Wilson Street, Charleston, West Virginia.
SEAWAY-COLUMBIA, INC., 730 Main Street, Buffalo 2, New York.
SEAWAY DISTRIBUTORS, INC., 3142 Prospect Avenue, Cleveland, Ohio.
COMMERCIAL ELECTRIC COMPANY, 3300 Summit Street, Toledo, Ohio.
TOP LINE DISTRIBUTORS, 28th and Smallman Streets, Pittsburgh 28, Pennsylvania.
YORK SUPPLY COMPANY, 531 East Third Street, Toledo, Ohio.
COLUMBIA RECORD DISTRIBUTORS, INC., 7640 West Chicago, Detroit, Michigan.
COLUMBIA MIDWEST, 31 Glenwood Avenue, Minneapolis 3, Minnesota.
GRAYBAR ELECTRIC COMPANY, 432 Monroe Avenue, N.W., Grand Rapids, Michigan.
COLUMBIA RECORD DISTRIBUTORS, INC., 146 McLean Place, Indianapolis, Indiana.

SUTCLIFFE COMPANY, 609 West Main Street, Louisville, Kentucky.
THE SAMPSON COMPANY, 2244 South Western Avenue, Chicago, Illinois.
COLUMBIA RECORD DISTRIBUTORS, INC., 1305 Grand Avenue, Kansas City 6, Missouri.
COLUMBIA RECORD DISTRIBUTORS, INC., 1611 Washington Street, St. Louis, Missouri.
MORELY-MURPHY COMPANY, INC., 5151 West State Street, Milwaukee 8, Wisconsin.
B. K. SWEENEY COMPANY, 1601 23rd Street, Denver 17, Colorado.
INTERSTATE ELECTRIC COMPANY, 3733 Conti Street, New Orleans, Louisiana.
INTRASOUTH DISTRIBUTING COMPANY, 1565 Texas Avenue, Shreveport, Louisiana.
ALBERT MATHIAS AND COMPANY, 115 South Mesa, El Paso, Texas.
MEDARIS COMPANY, INC., 1202 Dragon Street, Dallas, Texas.
MILLER-JACKSON COMPANY, 111-115 East California Street, Oklahoma City, Oklahoma.
QUAD-STATE DISTRIBUTORS, 213 3rd Street, Des Moines, Iowa.
H. R. BASFORD COMPANY, 235 15th Street, San Francisco, California.
COLUMBIA ELECTRIC & MANUFACTURING CO.,
East 3420 Ferry Avenue, Spokane 24, Washington.
COLUMBIA RECORD DISTRIBUTORS, INC., 2718 Second Avenue, Seattle, Washington.
CRAIG CORPORATION, 3410 South LaCienega Boulevard, Los Angeles, California.
CRAIG CORPORATION, 1021 East Pine Street, Seattle 22, Washington.
RY-BAR DISTRIBUTING COMPANY, 1315 N.W. Gilman Street, Portland 9, Oregon.
STANDARD SUPPLY COMPANY, 225 East 6th South, Salt Lake City 10, Utah.
GENERAL MERCHANDISING, 207 North Milwaukee, Milwaukee, Wisconsin.
HONOLULU PAPER COMPANY, LTD., 1105 Kapiolani Boulevard, Honolulu 42, T.H.
JOHN PLAIN COMPANY, 444 West Washington Street, Chicago, Illinois.
TIMELY PRODUCTS, INC., 257 Fourth Avenue, New York, New York.
GRAYBAR ELECTRIC COMPANY, INC., 2111 N.W. 22nd Avenue, Miami, Florida.
GRAYBAR ELECTRIC COMPANY, INC., 1563 Jessie Street, Jacksonville, Florida.
GRAYBAR ELECTRIC COMPANY, INC., 400 Pittman Street, Orlando, Florida.
GRAYBAR ELECTRIC COMPANY, INC., 801 North Rome Avenue, Tampa, Florida.
GRAYBAR ELECTRIC COMPANY, INC., 405 North MacArthur Boulevard, Springfield, Illinois.
GRAYBAR ELECTRIC COMPANY, INC., 600 South Taylor Avenue, St. Louis 10, Missouri.
GRAYBAR ELECTRIC COMPANY, INC., 417 Hyrd Street, Little Rock, Arkansas.
GRAYBAR ELECTRIC COMPANY, INC., 55 West Canfield Street, Detroit, Michigan.
GRAYBAR ELECTRIC COMPANY, INC., 2424 Kansas Avenue, Flint, Michigan.
GRAYBAR ELECTRIC COMPANY, INC., 704 South Adams Street, Peoria, Illinois.
FEDERATED PURCHASERS, INC., 1115 Hamilton Street, Allentown, Pennsylvania.
FEDERATED PURCHASERS, INC., Mountaineer, New Jersey.
FAIRFAX DISTRIBUTING COMPANY, INC., 1328 New York Avenue, Washington, D. C.

D.E.P.

DEALERS'
EXTRA
PROFITS

Mort Farr Says . . .

These are the Marks of the Successful Dealer



Mort Farr, Upper Darby, Pa., appliance-TV dealer

THE necessary ingredients for success in the TV and appliance business have been listed as the right products, a pioneering spirit, a selling personality and service after sale. But this isn't all that is necessary to make a successful appliance retailer. Several other essential qualifications are needed to insure a continuously profitable operation.

In all of the foremost TV and appliance retailers I have met there seem to be some common characteristics.

1) THEY LOVE IT. The majority of these men love their business. They do not mind their long hours, as they enjoy what they are doing and get a thrill out of solving their everyday problems. It seems that the more enjoyment a dealer gets, the more successful he is and the more money he makes. A successful promotion is as much fun as a hole in one.

The dealer who loves his work makes his employees like their job and the work they are doing. He makes it exciting for them to participate in getting things done. His optimism and enthusiasm spill over and even the service men are happy in serving his customers. These successful dealers are "on stage" continuously and are the spark plugs of their organizations.

2) READINESS TO CHANGE. I find these successful dealers flexible. We need to be flexible in our policies. This is true in our merchandising policy, in the goods we sell and in the manner in which we sell them. The successful dealer has been able to change with the trends and the trends have been changing faster in recent years than in the past.

From now on the rate of obsolescence and the introduction of new products is going to be greatly accelerated. We do 60% of our business now in products not on the market 10 years ago and we can expect to do 50% of our business 5 years from now in devices not even heard about at this time. This is going to make it even more important to be flexible—even to the extent of changing our brands, if necessary. What would have happened if I had stayed exclusively in the radio business after the early 1920's? Where would the exclusive washing machine dealer of that era be if he at least had not taken on automatic washers? Those of us who had the major part of our interests and investments in refrigerators in the 1930's or

TV in the early '50's recognized the need to be alert to trends and the necessity to make our customers conscious of the fact that we are always up on the latest in our field and expect to offer it to them.

It was surprising at the recent NARDA School of Management to find out how many dealers are doing well with color TV. Not all are necessarily making money at this time, but they have identified themselves in the public mind as the place to buy it, and all expect a rich reward when it reaches the mass appeal stage. It seems that various dealers have different items that they are pioneering. Some have done exceptionally well on hi-fi, others are specializing in dishwashers, while a few are introducing custom kitchens. It is evident that we should all push some low saturation item, so that when it takes off we will be well identified with it. Every appliance we now sell has had a period when a few people promoted it and no one made money out of it. Then came the period when most everyone selling it made a fast dollar as it achieved a certain acceptance, but still required some selling. Then came the period of universal public acceptance when competition for the sale already created made it difficult for anyone to make much money on the item. This cycle is becoming shorter and shorter, but it opens up the opportunity to cash in on timing for extra profit.

3) SALESMAN TRAINING. I have said that a selling personality has been a necessity for success in the business, but today the really successful dealers are those who not only sell themselves, but also who have recognized the need for sales training, and have either hired a sales manager or trainer, or who themselves are devoting their energy to developing and training a sales force that can cope with the fast changes in products and models and pricing in our business.

4) SERVICE TO THE CUSTOMERS. It is elementary, but still worthy of mention that those dealers who are successful are conscious of the need to take care of their customers after the sale. It is significant that by far the greatest majority of the dealers who are NARDA members operate their own service departments and accept the responsibility for the servicing of the TV and appliances they sell.

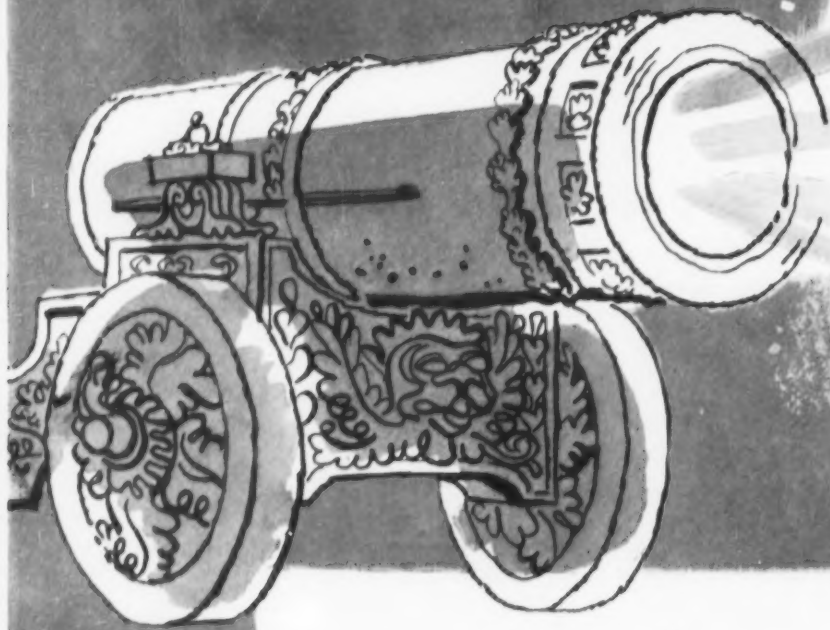
5) PARTICIPATION. One other attribute which these dealers have in common is their interest in civic activities and community affairs. Whenever I encounter a well patronized dealer I meet a man who is a respected member of his community and participates in its activities. Many times these dealers are also active in their local and national trade associations. You can bet that all of them read their trade papers and magazines and are always willing to learn. It seems pitiful that some of the dealers who might profit the most from meetings are too busy to attend even the distributor meetings where they can learn the features of their new products.

6) FINANCIAL ACUTY. The one thing that I have most recently noted in the successful retailer is his awareness of the tight money situation, the granting and receiving of credit and the need for proper capital to operate his business. Time after time I have talked to men who realize that it takes money to do business, and you must make a profit in order to grow. It has become increasingly evident to those dealers who have grown in recent years that you should do a little less business if you are finding it difficult to pay your bills. The successful retailer of today does volume, but he also gets turnover and stays within his financial limitations.

7) AN OPEN MIND. Finally, the thing that successful retailers seem to have most in common is an open mind. They are still able to understand and sympathize with the viewpoint of others. Most of them live and let live. They do not attempt to squeeze that last ounce out of either their suppliers, their employees, or the customer. The golden years in our business are just ahead of us. They may be three or four years off, but if we want to be around and have the capital that it will require to do all the volume that will be coming our way, we can well take to heart some of these lessons from men who even today are reaping gratifying rewards from a lucrative, if difficult, business.

MORT FARR WILL SAY: Here are ways to sell hi-fi profitably.

Two big explosive promotions



CHICAGO

11th Annual Home and Home Furnishings Festival

September 22 through October 13

More than a million residents of Chicagoland will turn out for the 11th Annual Home and Home Furnishings Festival. Leading builders put scores of new homes on display; leading retailers furnish them; and people flock to see them.

The Festival is the greatest home merchandising event in America—originated and promoted exclusively by the Chicago

Tribune. It stimulates thousands of potential customers to buying action, and can keep your Chicago dealers busy for weeks.

Take full advantage of the impact of this promotion. Plan to advertise in the kick-off supplement on September 22, then follow up in the Tribune all during the event.

CHICAGO TRIBUNE

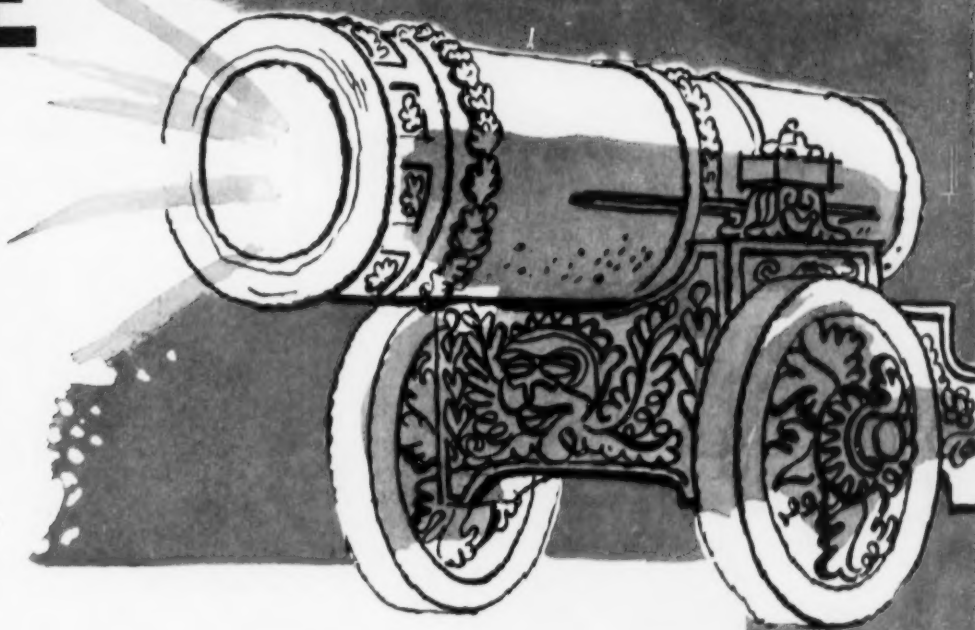
The World's Greatest Newspaper

MEMBER: FIRST 3 MARKETS GROUP, METRO SUNDAY MAGAZINE NETWORK AND METRO COMICS MAGAZINE NETWORK

for more fall appliance sales!

TRIBUNE

"Launder Better Electrically" Promotion



Five weeks starting September 29

The Chicago Tribune will stimulate new buying interest in electric home laundry equipment. Every Sunday and Thursday through October 31, there will be special editorial support in the Tribune, dramatizing the benefits of modern electric washers and dryers.

The Tribune is setting up \$2,600 in cash awards during this promotion. And

since contestants must have their entries signed or stamped by a participating dealer, it will create sales-building store traffic all over Chicago and suburbs.

Get your fall sales in Chicagoland off to a fast start by participating in this big Launder Better Electrically promotion. Call your nearest Tribune representative for full details.

Chicago

W. H. Hattendorf
1333 Tribune Tower
SUperior 7-0100

New York City

E. P. Struhsacker
220 E. 42nd St.
MUrray Hill 2-3033

Detroit

W. E. Bates
1263 Penobscot Bldg.
WOodward 2-8422

San Francisco

Fitzpatrick Associates
155 Montgomery St.
GARfield 1-7946

Los Angeles

Fitzpatrick Associates
3460 Wilshire Blvd.
DUnkirk 5-3557

a couple of PUT-UP JOBS



Today the merchandising spotlight is on PACKAGING! Here are two important CORNISH improvements



CORNISH Portable Service Cords, in popular sizes, now packed four 250-ft. spools in individual containers, all in a compact carton that makes identification easier. Individual containers suitable for reshipping — eliminating expensive, time-consuming repackaging. Speeds shipping, receiving, over-the-counter ACTION!



No more tightly hanked cord sets. Now wound and labeled to minimize tension and effect complete relaxation of the insulation. Uncoils without kinking. Free from ozone attack.

Sold Only Through Accredited Jobbers
Have You Our Latest Catalog?

"MADE BY ENGINEERS FOR ENGINEERS"

CORNISH WIRE COMPANY, INC.

50 Church Street Branches in 15 Leading Cities New York 7, N. Y.

Creators and Manufacturers of

CORDS AND CORD SETS FOR HOME, FARM AND INDUSTRY

THE LOUDSPEAKER

... A Warm Golden Glow

To the Editor:

The fifty years of **ELECTRICAL MERCHANDISING** are strikingly presented in the July Anniversary Issue. I read it with pleasure and marvelled at the progress.

These are wonderful days to be alive and the field **ELECTRICAL MERCHANDISING** serves is one that has had great influence on the people of America.

You must be proud of these achievements of the past and I join many others in looking forward to your continued success in the future.

Margaret Davidson,
Homemaking Editor,
Ladies Home Journal
New York, New York

... Our congratulations to **ELECTRICAL MERCHANDISING's** 50th Anniversary of publishing for a 50th Anniversary issue that we will always prize as one of our most valuable reference library additions.

While the whole issue was outstanding, we were especially pleased with the history-packed section on laundry appliances. It was a beautiful research job.

We know Merch will one day celebrate its 100th Anniversary. We look forward to it.

All best wishes for a successful future.

Guenther Baumgart,
Executive Director,
American Home Laundry
Manufacturers' Association
Chicago, Illinois

... Congratulations on your 50th Anniversary edition.

I think this is an outstanding documentation of 50 extraordinarily eventful years in the appliance industry.

Your entire staff should certainly be congratulated for the edition that will take its place in the permanent files of Americana.

Philip L. Crittenden,
Advertising Manager
Hotpoint Company
Chicago, Illinois

... We wish to extend sincere congratulations to you on your Golden Anniversary edition of July 1957. Over these golden years

your publication has been a "bible" to all members of the electrical industry. This issue certainly will be kept on file for reference and review of the rapid progress made in our field, in such a relatively short time. The "Vincent's" (p 78) are a good example of this development.

It is a coincidence that we, the New England Electric System, are also celebrating our Golden Anniversary this year. Since we are a merchandising utility, this issue has naturally impressed us two-fold: (1) the review of progress in electric living and (2) the attainment of fifty years of successful accomplishments by **ELECTRICAL MERCHANDISING**, which parallels our own New England Electric System's growth.


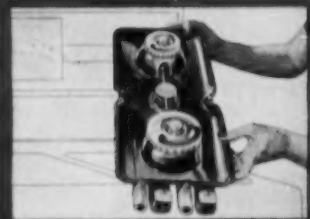
Let us hope that your progress and success will continue in the next fifty years as it has to date.

Claude D. Lawrence,
Vice President
New England Power Service
Company
Boston, Massachusetts


... Congratulations! The 50th Anniversary issue of **ELECTRICAL MERCHANDISING** was a masterpiece. Thanks for providing all of the rich inheritance for us. Such information is very difficult for majority of the people to find.

I, too, recently celebrated my 50th birthday. Somehow, I feel that such an occasion should give me the prerogative for reminiscence without "living in the past". Consequently, I had toyed with the idea of trying to write a story "From a Soddy to Automation". Funny thing I don't feel old but so much has happened it makes one wonder. I was born in a sod house on the western plains of Nebraska, carried corn cobs to feed the old cook stove, cleaned lamps each night after school, carried water from the wash boiler, pulled the handle of the washer, ironed with sad irons, beat the rugs, and did all of the non-electrical tasks of the time. Today, by actual count, we have 52 motors in our house—to say nothing of the heating appliances. When my young son says, "Mother, tell me about the olden" (Continued on page 40)

how to hop a magic carpet
to higher profits with
Magic Chef's exclusive
UNI-BURNER!

UNI-BURNER
washes like a dish



Magic-Lite Pilot is
75% cooler, saves gas

MODEL 16B39



- Center-Simmer Uni-Burners
- Magic-Lite Pilots
- Magitrol Top Burner
- Griddle with Chrome Cover
- CP Oven (Automatic Lighting)
- Red Wheel Oven Heat Control
- Oven Window and Light
- Swing-Out Broiler



Want to get more sales off the ground? Then don't limit yourself to selling gadgets . . . start selling *advantages*. Take the performance of our Uni-Burner for example. Women *hate* to clean burners. Usually it's a major operation, and a mess. But not with this exclusive Magic Chef Uni-Burner!

Pick it up. Demonstrate how the front and rear burners *and* drip pan are combined in a *single* unit! So lightweight, she can lift it out *single* handed. And snap it back into position with a flick of the wrist. Explain, too, that it washes as easily as china because it's porcelain

enameled inside and out. Magic Chef's Uni-Burner is a far cry from the usual assembly line of greasy parts that would stump an engineer.

While you're talking about *cooking* on the top burner . . . point out how Magic Chef will light fast, heat evenly—make every meal a picnic to fix. Call attention to the Magic-Lite Automatic Pilot that's 75% cooler than ordinary old-fashioned systems, uses 75% less fuel.

And these are just a few of the many Magic Chef features that make *selling smooth sailing* . . . when they *make sense* to your customers.

get GEARED TO GO for a PROFIT with

Magic Chef

the GAS RANGE you can count on in '57!

MAGIC CHEF, INC., ST. LOUIS 10, MO.

ELECTRICAL MERCHANDISING—SEPTEMBER, 1957

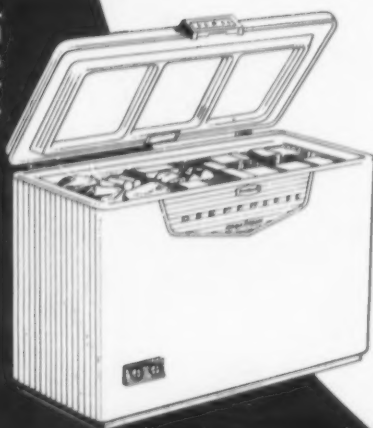
PAGE 37

3 BIG

Why *Amana* Is The
Realistic Thinking In
Puts The



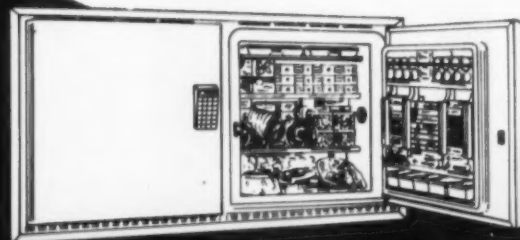
Amana UPRIGHT FREEZER.
The only freezer guaranteed
to outperform all others, has
produced wide customer satis-
faction, top profits for Dealers.



Deepfreeze HOME FREEZER.
This world famous chest freezer
made only by Amana is priced
to outsell competition and still
give you a generous mark-up.



Amana FREEZER plus REFRIGERATOR.
Here Amana design and engineering
have obsoleted all competitive products
as proven by the fact that 1 out of 5
trade-ins for this unit is less than 5 yrs.
old!



**Amana BUILT-IN FREEZERS
AND REFRIGERATORS.** Easy to
sell, cost little to install and pro-
vide a top-profit margin. The
Special Amana Builder Plan can
help you make many extra sales.

1 **Amana** Products Are Well Made . . . Well Accepted . . . Well Recommended.

Every single Amana product was conceived, designed and manufactured with just one objective in view: *It must be superior in all ways to all products on the market.* Amana's rigid adherence to this policy of superiority of product has benefited Dealers two ways. *One*, the amazing pre-selling of prospects that results from the universal praise for Amana by owners of Amana products. *Two*, the visible evidence of unmistakable quality, beauty of design and outstanding features sets Amana products apart from all others.

Amana®

Backed by a Century-Old Tradition
AMANA REFRIGERATION, INC.,

REASONS

Most Profitable Line You Can Handle!

Product Design... In Distribution... And In Advertising
Amana Line In A Class By Itself.

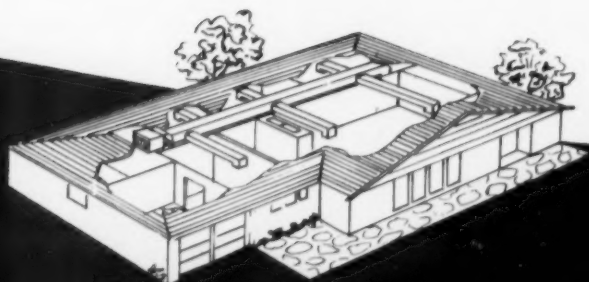
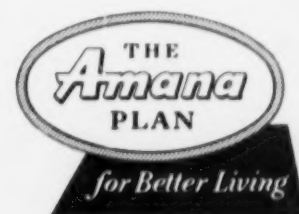
2 **Amana** Merchandising Assures Good Volume and Realistic Mark-Ups To Off-Set The Ever Increasing Cost of Running YOUR Business Today. Amana has accurately appraised America's demand for its products. Amana Dealers enjoy sufficient sales areas to assure volume business. You get full-price sales with generous mark-up because Amana does not over-produce then force loss-leader sales with lowered profits for dealers. Even in special promotions Amana Dealers still get their full mark-up.

3 **Amana** Advertising Expenditure Is One Of The Industry's Largest. Amana's over-all national advertising program covering the entire line of Amana products has built up a brand acceptance without equal in the Industry! Today, the name, "Amana", on a product has come to be accepted as a guarantee of quality. In addition, Amana's generous co-op advertising allowance plus well planned, well coordinated promotions brings customers into your store... moves merchandise off your floor.

That's why business stays good with Amana!

The **Amana** Plan for Better Living

...the original and only truly enduring and successful Freezer Food Plan... is an outstanding example of the completeness of Amana's approach to selling. It is the type of promotional thinking that keeps merchandise moving for all Amana Dealers!



Amana BUILT-IN CENTRAL AIR CONDITIONING SYSTEMS. These 2 and 3½ ton units feature a simple method of installation... require no running water, water towers or expensive alterations... just one electric connection... reduce costs to a minimum. A tremendous profit opportunity for you.

Act Now! PHONE, WIRE OR MAIL COUPON TODAY

Amana Refrigeration, Inc.
Amana 16, Iowa

Gentlemen: I'd like to know more about building profits with Amana. Send me information on:

- | | |
|--|---|
| <input type="checkbox"/> Freezer Plus Refrigerator | <input type="checkbox"/> Freezers |
| <input type="checkbox"/> Built-In Freezers and Refrigerators | <input type="checkbox"/> Central Air Conditioning Systems |

Name _____
Street _____
City _____ Zone _____ State _____

of Fine Craftsmanship
AMANA, IOWA

Some things last and last



*T. M. Reg. U. S. Pat. Off.

Because so much depends upon the **electric heating element**, today there are **more NICHROME*** heating elements in **more** appliances, by **more** manufacturers than ever before!

...and NICHROME costs no more



Driver-Harris* Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville • Distributor: ANGUS-CAMPBELL, INC., Los Angeles, San Francisco • In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario

MAKERS OF THE MOST COMPLETE LINE OF ALLOYS FOR THE ELECTRICAL, ELECTRONIC, AND HEAT-TREATING INDUSTRIES

PAGE 40

THE LOUDSPEAKER

CONTINUED FROM PAGE 36

days", my mind flits back to the time when I asked my grandfather the same questions and got stories of his experiences of traveling by ox car from Ft. Kearney to Denver. He lived to be almost 100 and to fly the same route. So, I too am looking forward to the 100th Anniversary Issue and suspect that in 2007 everything of 1957 will look as funny as that of the 1907 does to us today.

The nice part about being connected with the equipment world is that one is so busy keeping up with the present and looking toward the future that there is really little time to think of the past.

Elaine Knowles Weaver,
Professor, Household Equipment,
The Ohio State University
Columbus, Ohio

... Like most of your regular readers, I had looked forward to your fiftieth anniversary issue eagerly. Now I'd like to add my congratulations to all the others.

But, being a rebel by birth and nature both, I must express the one reservation or criticism I have on the issue! It distresses me greatly that in a magazine which so beautifully and provocatively traces the course of the appliance industry over a period of years, there was not one single mention (as far as my close reading disclosed) of Home Service. Surely you must agree with me that Home Service has contributed greatly to the development of the appliance industry. Surely, those long hours spent in product development, those countless demonstrations, the innumerable home calls, the sales-training sessions, the back-breaking work that Home Service women have carried on, their whole-hearted enthusiasm, their unflagging interest—surely all these things count for something! Yet—you, of all magazines, completely ignore them.

Probably, the most serious element of my concern is due to the fact that I fear that Home Economics and Home Service in the appliance industry is at a low ebb. You are aware of the relentless cutting-back in this department which is being done by practically all manufacturers. At this point, I am not arguing its cause, although I have firm convictions on the subject. But a word of recognition from such an authority as ELECTRICAL MERCHANDISING would have been a shot in the arm.

Willie Mae Rogers, Director
Good Housekeeping Institute
New York 19, N. Y.

SEPTEMBER, 1957—ELECTRICAL MERCHANDISING

Introducing exclusive

NEW!...AUTOMATIC FABRIC CONTROL

COTTONS-LINENS

FABRICS

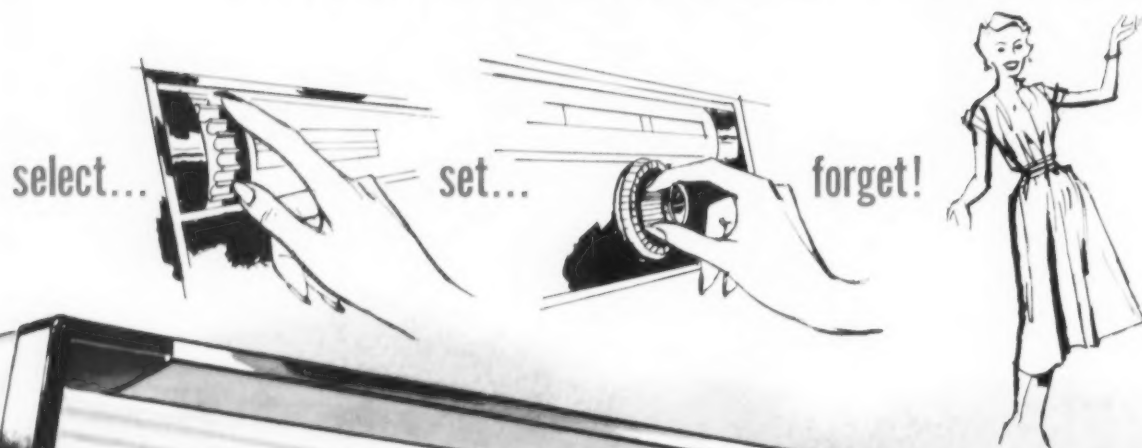


Whirlpool

AUTOMATIC WASHERS AND DRYERS

NEW!...AUTO FAB

**eliminates guesswork
for cleaner...surer...
simpler washing and drying**



TOMATIC FABRIC CONTROL

It's the greatest prospect-puller and sales-closer ever invented . . . and it's exclusive with 1958 RCA WHIRLPOOL washers and dryers!

Think of it . . . *for the first time* you can sell washers and dryers that wash cleaner and dry better because *all guesswork is eliminated* . . . that tell homemakers exactly how to set each control for sure, mistake-proof washing and drying of any fabric, every fabric . . . that have "Color-Key" controls for the quickest, simplest setting ever!

See it . . . use it . . . and you will agree that this brilliant new automatic Fabric Control will create extra sales excitement . . . will stimulate prospects to buy . . . will be the most important washer and dryer feature during 1958!



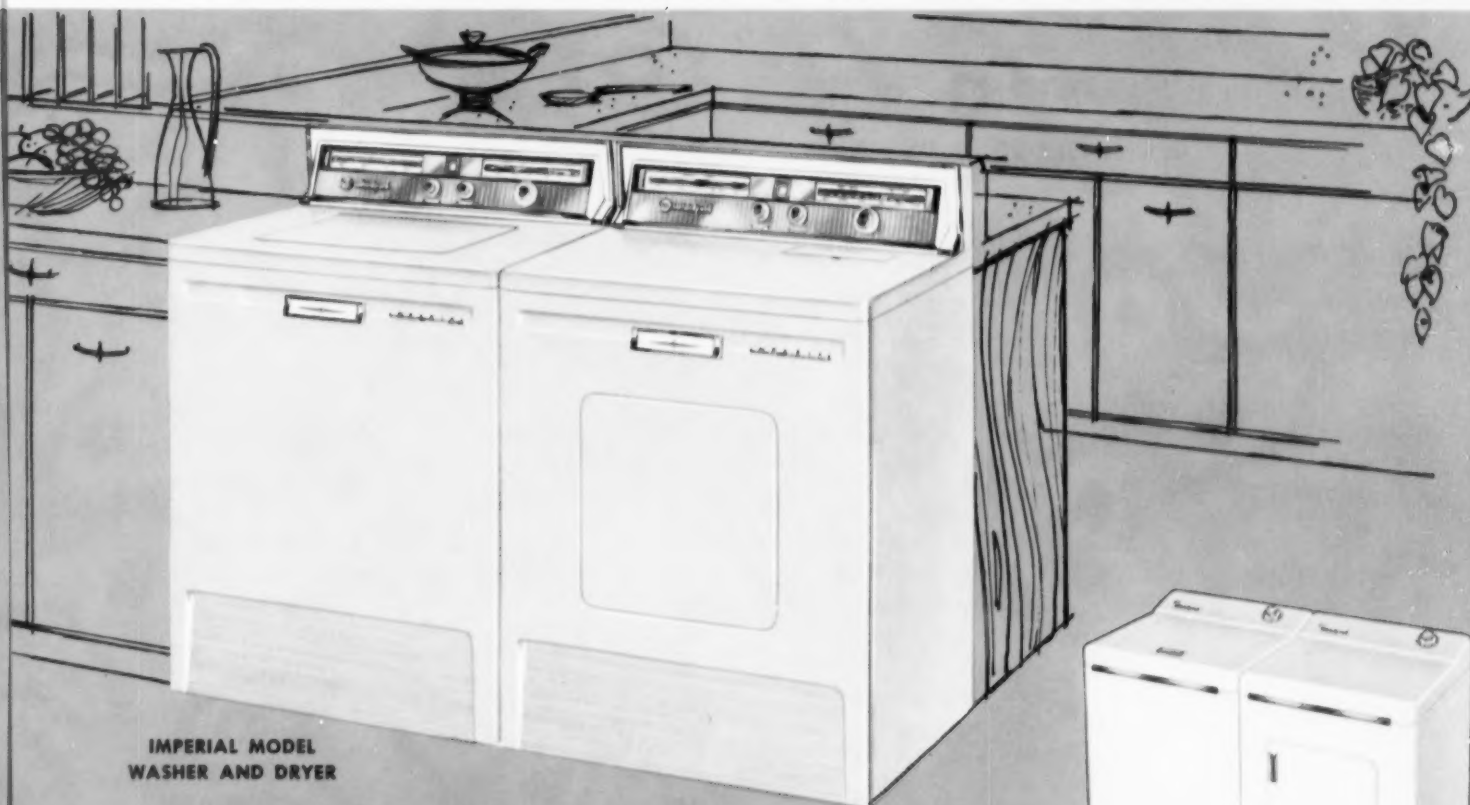
NEW RCA WHIRLPOOL IMPERIAL MARK XII
EXCLUSIVE AUTOMATIC

MOST POWERFUL AUTOMATIC WASHER



AND IMPERIAL MODELS WITH NEW,
FABRIC CONTROL GIVE YOU THE

SALES STORY IN AND DRYER HISTORY



**IMPERIAL MODEL
WASHER AND DRYER**

**THERE'S A MODEL FOR EVERY
MARKET IN THE COMPLETE RCA WHIRLPOOL
LINE OF APPLIANCES**



**DELUXE MODEL
WASHER AND DRYER**



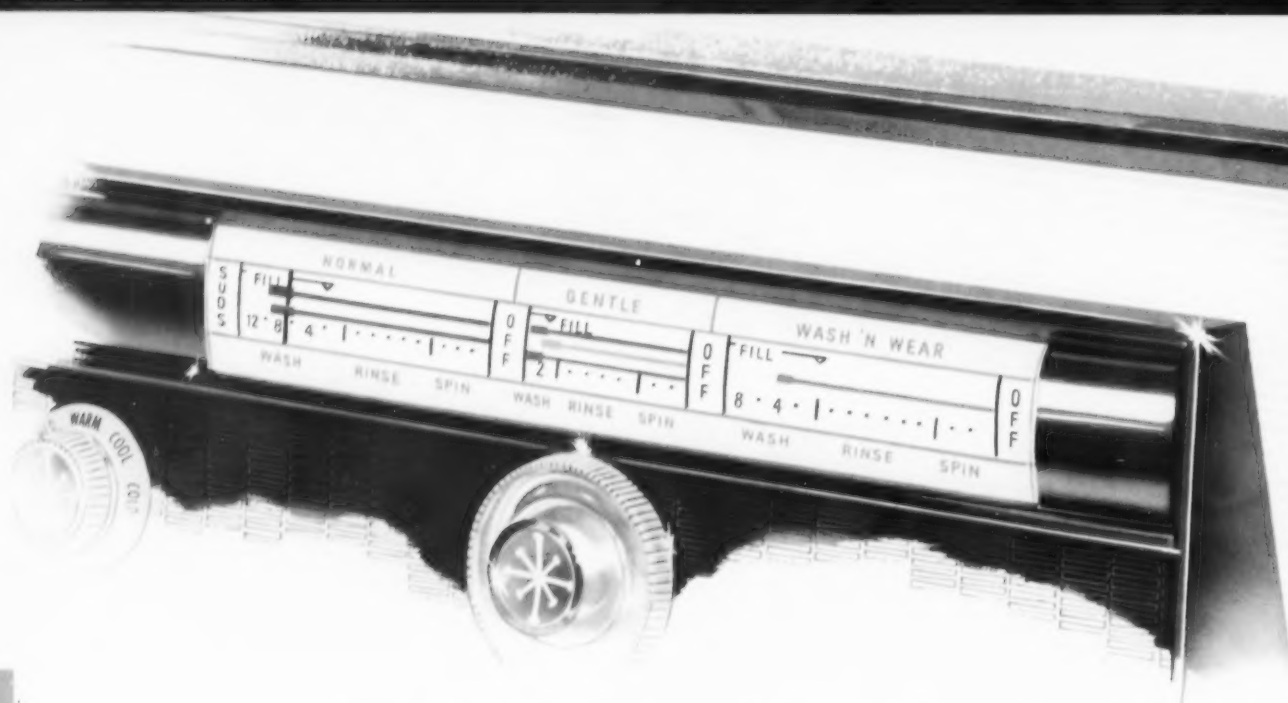
**SUPREME MODEL
WASHER AND DRYER**



**SEVENTY MODEL
WASHER AND DRYER**



**DELUXE 20 MODEL
WASHER**



new! 2-speed, 3-cycle washing

WITH BUILT-IN LINT FILTER

- 1 NORMAL**
for "regular"
and heavy-duty
fabrics.

This fully automatic and separate cycle washes cottons, linens, and all regular fabrics. Washing time is selective from 1 to 14 minutes. Washing speed is selective, too . . . HIGH or LOW. After washing, the most thorough rinsing known . . . a combination of power-spray rinses and a "washing-action" deep rinse . . . flushes out soil and suds-scum to leave clothes sparkling bright and clean.

- 2 GENTLE**
for sheer
dainty things and
"delicate" fabrics.

This separate cycle automatically eliminates the usual handwashing of most dainty things. Washing time is selective from 1 to 4 minutes . . . sufficient for removing soil from delicate fabrics. Automatically this cycle has low washing speed. Clothes are thoroughly rinsed, then gently damp dried with no damage to delicate fibers.

- 3 WASH 'N WEAR** for the
newest, most modern
fabrics.

Here's a brand new cycle that gives Wash 'n Wear clothes the special washing treatment they need. After washing time . . . selective as desired . . . clothes are cooled to "set" the fibers while they're still in suspension, to avoid wrinkles during water extraction. HIGH or LOW washing speed is selective in this cycle.

PLUS ALL THESE "STAR" FEATURES WOMEN WANT AND BUY!

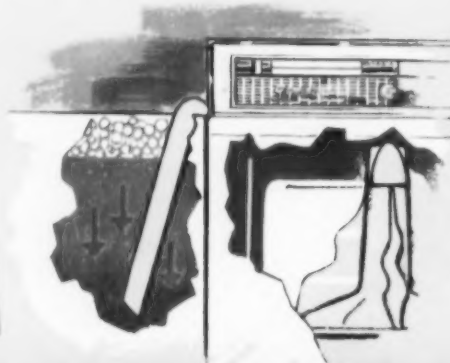


LINT-FREE WASHING

with exclusive, full-time
built-in Lint Filter

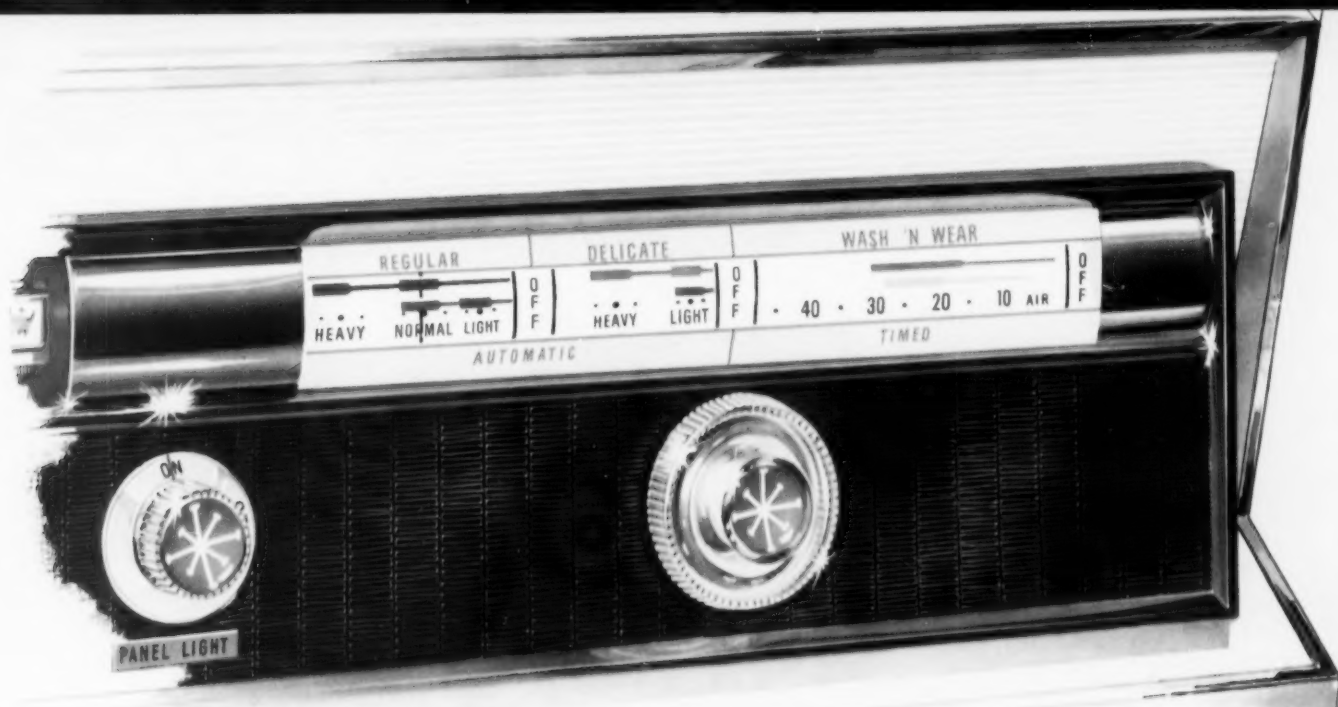
MONEY-SAVING WASHING

with exclusive
built-in Suds-Miser®
suds return system



COLD WATER WASHING

ends hot water worries
and saves money



new! 3-cycle drying WITH AUTOMATIC MOISTURE CONTROL

1 REGULAR

for cottons,
linens, and all
"regular" fabrics.

Imagine! . . . with *one* setting clothes are custom-dried exactly as required . . . perfectly, safely, gently, rapidly! In both the REGULAR and DELICATE cycles the *drying temperature and drying time are completely automatic* . . . there's absolutely no guesswork to it.

Automatically the RCA WHIRLPOOL dryer determines and regulates the required drying time as necessary for the moisture content of the load . . . automatically it determines and maintains the required drying heat. Truly, no other dryer is so automatic . . . and no other dryer gives you such a big selling advantage!

2 DELICATE

for sheers,
delicate synthetics,
and dainty items.

3 WASH 'N

WEAR for
these new modern
fabrics.

In this cycle the RCA WHIRLPOOL gives these modern clothes the *special care* they need for perfect "wrinkle-free" drying. Drying time is selective up to 48 minutes . . . safe, gentle drying heat is completely automatic. And, during the last 10 minutes of the cycle, heat is off and clothes automatically receive an air-cooled, "fluffing" that prevents wrinkles.

COLD OR WARM AUTOMATIC RINSING

selective in all
3 cycles

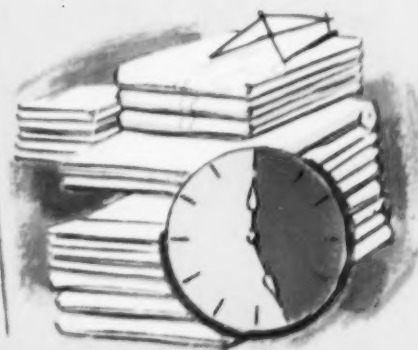


"SUNSHINE" GOODNESS FOR CLOTHES...

ultra-violet lamp imparts
sweet fresh-air fragrance

FASTEST DRYING KNOWN...

dries big 20-lbs. wet
clothes faster than a
load is washed...
super-speed gas dryer
dries even faster



Now...available in gas and electric



Whirlpool

washer-dryer combination

**WITH EXCLUSIVE FILTER-STREAM WASHING AND
5-TEMP DRYING**



Today's newest way to wash, rinse, and dry clothes in one continuous, automatic operation! Amazing Filter-Stream action circulates and filters sudsy water constantly, penetrating every fiber to flush out stubborn soils. Safe, and tempered drying heat has 5 automatic temperature selections with a full range of drying heats for all-fabric drying!

**Presenting the first
fully-gas washer-dryer
approved by A. G. A.!**

The perfect answer for all washer-dryer prospects that prefer gas! *This* new washer-dryer not only dries with gas heat . . . it heats the wash water with gas, too.

Plus...

- Built-in water lint filter.
- 3-Temp wash water selection.
- Built-in bleach and bluing dispenser.
- Fully-automatic ignition on gas model.
- Gas model operates on 115 volt circuit.

**Ask your RCA WHIRLPOOL distributor
for the complete story on this profitable laundry line!**

RCA WHIRLPOOL Home Appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

JOIN UPI...IT'S EASIER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!

Use of trademarks RCA and SCA authorized by trademark owner Radio Corporation of America



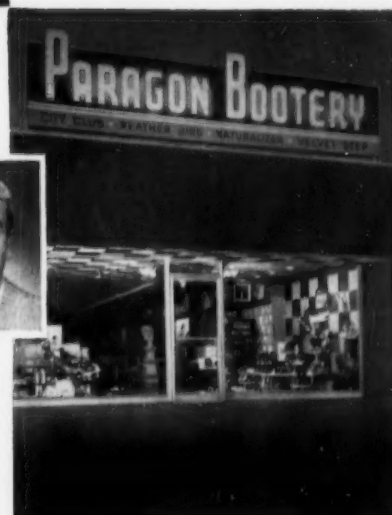
Pittsburgh Open-Vision Store Fronts



pay off in
customer
attraction

"Our new front has been a tremendous asset in attracting people to our store. Increased sales will more than offset the cost of the front," says Herman Van Der Weide, owner, Van Der Weide's Paint Store, Lansing, Illinois. Pittsburgh Products used here include: PITTCO® Store Front Metal, Pittsburgh Polished Plate Glass and four TUBELITE® Doors and Frames. Architect: James McClure Turner, Hammond, Indiana.

"We have had a 27% increase in business since the installation of our new front. Also the traffic from the street can see inside the store," says George J. Giovanoni, manager, Paragon Bootery, Bedford, Ind. Pittsburgh Store Front Products used here were: PITTCO Store Front Metal, CARRARA® Structural Glass, Pittsburgh Polished Plate Glass and a TUBELITE® Door and Frame.



"We are very proud of our new front, and have received many compliments on it. We feel that the money it took to improve it was well spent," says Clifford Dolton, owner, Dolton Hardware Company, Holdenville, Oklahoma. In the modernization, the following Pittsburgh Products were used: PITTCO Store Front Metal, CARRARA Structural Glass, Polished Plate Glass and HERCULITE® Plate Glass Doors. Architect: Robert D. Stone, A.I.A., Oklahoma City, Oklahoma.



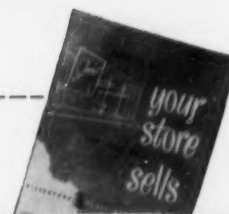
For more information on Pittsburgh Store Fronts and Products, just send in the convenient coupon. We will be glad to send you our store front booklet. There is no obligation.



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



Pittsburgh Plate Glass Company
Room 7346, 632 Fort Duquesne Blvd.
Pittsburgh 22, Pa.

Please send me a FREE copy of your
store front booklet.

Name

Address

City State



**here's practical help
you into the**

**it's easier to sell RCA WHIRLPOOL
complete kitchens**

You'll sell one of America's great, and most-wanted, full line of appliances and cabinets. You'll have refrigerators, freezers, ranges, built-in ovens, dishwashers, disposers, sinks, automatic washers and dryers, and a washer-dryer combination. And you'll have the brand new RCA WHIRLPOOL Select-a-Door cabinets with the amazing wood fronts that snap on and off to change a kitchen design in seconds.



Use of trademarks Wh and RCA authorized by trademark owner Radio Corporation of America

that can put profitable kitchen business!

There's no doubt about it . . . the kitchen business offers the greatest profit opportunities for today and tomorrow. But, more and more dealers are learning that, in order to profit in the kitchen business, it isn't enough to sell just appliances, just cabinets, or just sinks. You've got to sell the full line of components . . . if you want to get the most out of the rich and booming kitchen business.

Realizing that selling kitchens is not just a matter of handling a few more items, Whirlpool Corporation has coordinated its product design, its training program, and its selling force so that it can give dealers the most comprehensive and practical assistance in the industry. This assistance is available to you now . . . take full advantage of it and you'll make money in the rich, ever-growing kitchen business.

we help you learn how to sell complete kitchens. Experts in the business cover every phase of kitchen selling . . . merchandising, planning kitchens, closing sales, installing, everything!

we help you sell with new, tested, and proved selling aids. There's a dramatic, full color presentation kit, an idea and planning book, a color coordinator, a new three-dimensional planner, a simplified perspective drawing kit . . . and more . . . to make selling complete kitchens easy.

we help you display . . . with one of the most unique, yet low-cost, complete kitchen displays you have ever seen! You can actually show 5 or more different kitchens in one . . . so you need only minimum inventory to show and sell a full variety of kitchen designs and decors!

we help you finance for profitable selling. You'll get full assistance on credit sales to help you make full profit from each kitchen sale.

Act now . . . call your distributor and get all the details on the new



Whirlpool

KITCHEN SELLING PLAN

RCA WHIRLPOOL Complete Kitchens

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than to sell against it!

ONE OF 39 NEW OLYMPIC HI-FI MODELS...THE INDUSTRY'S MOST COMPLETE LINE!

HI-MARKUP

HI-PROFIT

HI-FI

\$129⁹⁵
only

RETAIL PRICE FOR
MODEL 388
ILLUSTRATED
(Slightly higher
South and West)



4-SPEED AUTOMATIC PHONOGRAPH + AM RADIO

- 3-speaker hi-fi sound system
- Separate tone, volume controls
- Full console all wood cabinet
- Standard and LP compensator
- Dual sapphire styli
- De luxe jewel light

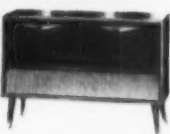
Olympic gives you MORE to sell! Not short-margin "leaders" but honest full-markup profit makers! Genuine values that move faster and stay sold, without costly servicing! Yours to sell with the industry's most successful pricing-merchandising formula... meeting all competition and winning profits you keep!

AS ADVERTISED IN: **LIFE**
• SATURDAY EVENING POST
• LOOK • HOUSE BEAUTIFUL
• EBONY • N.Y. TIMES MAGAZINE

Olympic

AFFILIATE OF UNITRONICS CORPORATION



<p>DECORATOR-STYLED FOR ALL LOCAL TASTES!</p> <p>Modern, Traditional, Provincial in Genuine Walnut, Oak, Mahogany, Maple, Cherry, Ebony</p> <p>Priced for Profits from \$69.95</p>	 <p>PORTABLE HI-FI RADIO-PHONOGRAPH Model No. 412</p>	 <p>CONSOLE PHONOGRAPH & AM/FM RADIO Model No. 394</p>	 <p>OLYMPIC-OPTA IMPORTED HI-FI THE VERONA</p>	 <p>3-WAY COMBINATION HI-FI TV • AM/FM RADIO • PHONO Model No. KD118</p>
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World's Leader in Combinations • TV • Radio • Hi-Fi • Air Conditioners • Olympic Radio & Television, 34-49 38th Avenue • Long Island City 1, N. Y.



Norman Spector, owner of Norman's, 445 Hartford Road, Manchester, Conn.

Hartford dealer beats sales slump with Tide as a premium— sells 30 washers in 4 days!

When your competition cuts prices, how do you maintain the sales volume that you need for a big operation?

"The easiest answer is to cut your prices accordingly," says Norman Spector, "but frankly, although we can meet anybody's price, I've never been in business to break even.

"We were looking for a gimmick—a new twist—a new angle—anything we could use to bring in the customers, when the Tide Appliance Trade salesman suggested Tide's Premium Plan. What appealed to me right away was giving a box of Tide free to every customer who just came in the place.

"Now, these Connecticut Yankees around here—anything that says 'free' they'll read twice," says Mr. Spector, "so we advertised a famous washer

at our *regular* price. But we really screamed 'free'—free Tide to everyone who visited our washer display...free Tide with every machine sold...and our usual free delivery, installation and guarantee.

"Well, we really had traffic," reports Mr. Spector. "They came in from their shopping and right downstairs into our white goods department. The first thing many of them asked for was the free box of Tide they saw advertised.

"You know, this idea of giving a box of Tide is terrific—it gives you a chance to say 'hello' and once you've handed her a box of Tide she just can't walk away—they all stand there and let themselves wide open to be pitched at. Yet it all seems like a friendly chat instead of a sales talk.

"I guess that's why we sold 30 washers in 4 days,"

says Mr. Spector, "because my salesmen had a chance to really *talk* to so many customers. And do you know, when we were writing up the tickets, a lot of them would say, 'Don't forget the big box of Tide.' Yes, that free Tide offer really brings 'em in—in fact, we're going to repeat the promotion next month."

The Tide Premium Plan works quite simply: you offer a box of Tide to create traffic, a big supply of Tide to close sales. For details write Tide Home Laundering Bureau, Box 32, Cincinnati 2, Ohio.

A Product of
Procter & Gamble



Promote with Tide—packed in 25 automatics,
used by 25 million women every year!

U.S. Steel's "Operation Snowflake" major appliance sales



UNITED STATES STEEL *Pittsburgh 30, Pa.*

is your best bet to boost at Christmas time



LAST YEAR, 40% of all the appliance dealers in the country participated in the 1956 Operation Snowflake Promotion. An independent survey revealed that retailers who tied-in with "Snowflake" increased their chances of having *much* greater sales by 75% over non-participating retailers. The more they participated, the more their sales increased.

Here's what happened last year:

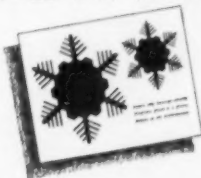
- Retailers ordered 35,000 "Snowflake" promotion kits from U. S. Steel. That's 25% more than the previous year.
- 6.8 million lines of newspaper tie-in advertising were devoted to "Snowflake." In addition, 1.6 million lines of editorial material told readers why major appliances make excellent Christmas gifts. Total newspaper lineage was about 9 million lines—up 25% from the previous year!
- 1800 radio stations carried "Snowflake" tie-in advertising. A survey showed that 230 of these stations ran over 19,000 one-minute radio spots devoted to "Snowflake."

Here's what you get in your free promotion kit:

1. Ten appliance stickers (5" x 10" in full color) with space for showing prices.



2. Giant poster—22" x 44" in full color.



3. Snowflake stencils, so you can cover your store with Snowflakes.



4. Plan book. A complete guide to successful "Snowflake" tie-in promotion.



5. Media list—showing all newspapers, radio and TV stations carrying U. S. Steel's "Snowflake" advertising.



6. Reproduction art work—so you can put Snowflakes in your own advertising.

- 175 banks tied-in—up 27% from 1955.
- 310 utilities tied-in—up 20% from 1955.
- An estimated **28,000** appliance dealers participated in "Snowflake."

*Because we all pulled together, we all benefited.
Now read about the plans for 1957.*

Here's how U. S. Steel will spearhead Operation Snowflake—1957

- Six TV commercials on the U. S. Steel Hour during November and December, each viewed by more than 25 million people.
- Giant ads in 657 newspapers in 507 markets. Total circulation over 32 million.
- "Snowflake" commercials on these seven top network radio shows: Gunsmoke, Don McNeill's Breakfast Club, Galen Drake, My True Story, Amos 'n Andy, Robert Q. Lewis and Our Miss Brooks.
- 25 "Snowflake" advertisements in 11 trade magazines.
- Free promotion kits to all interested dealers. Send coupon for your kit now.

SEND COUPON NOW...

Reserve your FREE "Snowflake"
promotion kit (for delivery in early October)

Robert C. Myers, Director
Market Development Division
United States Steel
Pittsburgh 30, Pa.

EM-9-7

Please reserve my free "Operation Snowflake" Promotion Kit to help boost my appliance sales.

Name

Firm

Address

City State

I handle the following brands of appliances:

.....
.....
.....
.....

MORE SALES... MORE PROFITS MORE SATISFIED CUSTOMERS

UNIVERSAL

Brand-New *Electresteen*

PORTABLE AUTOMATIC STEAM RADIATOR

WITH MANY NEW FEATURES!

It's new, it's better, it's even faster selling! The new Universal-Electresteen plugs in like a lamp—and is just as safe! Thrifty, too, costing only pennies a day.

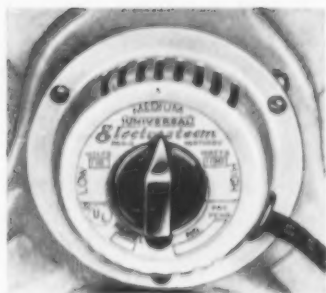
This portable electric steam radiator belongs wherever *extra* comfort is needed in the form of clean, dependable, uniform heat. Has dozens of applications. Ideal for homes (from attic to cellar), motels, summer camps, farm buildings, offices, garages, industrial plants.

For profits, too, Universal-Electresteen is designed right, built right, and priced right! Heat up the next cold season with sales. Order enough today.



EXTRA SAFE HEAT from any wall plug with new portable Universal-Electresteen.

9-section model (left) \$44.95 retail
10-section model (front) \$49.95 retail
Both models in three smart colors — green, walnut, gray.



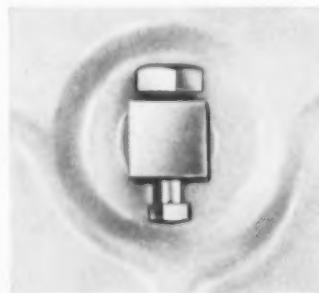
BUILT-IN THERMOSTAT

Rugged and accurate. Makes the new Universal-Electresteen Radiator complete in itself.



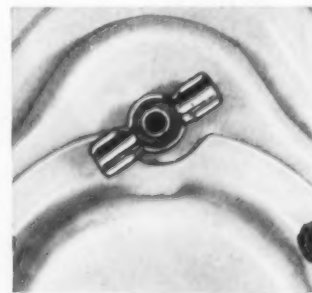
NEW DESIGN AIR VALVE

Really new — and conveniently placed where it belongs — close to the top of the radiator.



NEW EASY FILL DEVICE

Redesigned to provide closer, more effective control. Result is efficient, balanced heat.



WATER LEVEL INDICATOR

Finger operated (no wrench required). Provides user with positive water level indication.

- New tubular type heating unit. Stainless steel. Heats faster — lasts longer.
- New handsome oven-baked enamel comes in three smart colors — green, walnut and gray.
- No fumes, no open elements, no piping, no noise.

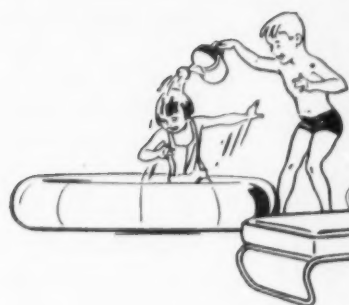
- New steel shell is made of the highest grade cold-rolled steel. Treated against rust and charged with rust inhibitor. Transfers heat four times faster than old-fashioned cast iron.
- No attention required after initial filling except water level check every 200 heating hours.

ELECTRIC STEAM RADIATOR CORP.

Paris, Kentucky • Subsidiary of Landers, Frary & Clark

**Who SAYS I'm not
in business life**

**interested
insurance?**



"Of course I am!"

**"I know my family's future depends
on the future of my husband's business — whether he lives or dies."**

Every wife is interested in the future of her husband's business — whether he is owner, partner, stockholder or key executive. And the future of that business may well depend on adequate business life insurance.

Death can bring financial chaos to any business — and extreme hardship to the families involved.

BUT . . . an Aetna Business Life Insurance Plan can prevent this — can provide in advance for a smooth and orderly transfer of the business.

**Add Life to your Business with
Aetna Business Life Insurance**

**ÆTNA BUSINESS LIFE
INSURANCE PLANS ARE
SPECIALLY DESIGNED . . .**

- To protect PARTNERSHIPS against liquidation or reorganization.
- To protect SOLE PROPRIETORSHIPS for heirs or selected employees.
- To protect CLOSE CORPORATIONS from forced reorganization.
- To cover the loss of a KEY MAN in any organization.



**ÆTNA LIFE
INSURANCE COMPANY**

Affiliates:

ÆTNA CASUALTY AND SURETY COMPANY
STANDARD FIRE INSURANCE COMPANY
Hartford, Conn.



Aetna Life Insurance Company
Hartford 15, Connecticut

Gentlemen:

Please send me a copy of your new booklet "Will This Man Take Your Business With Him When He Dies?"

Name _____

Address _____

PROFESSIONAL RECOGNITION, GENERAL ELECTRIC ALL-AMERICAN

LIFE

Announcing

**THE GENERAL ELECTRIC
ALL-AMERICAN AWARDS
FOR TV SERVICE TECHNICIANS
WHO HAVE DISTINGUISHED
THEMSELVES IN PUBLIC SERVICE**

General Electric proudly establishes the All-American Awards to honor the TV Service Technicians of America for their good citizenship in many fields of public service.

Individually and as members of some three hundred trade groups, TV Service Technicians make many unheralded contributions to the welfare and happiness of their communities. You will find them repairing TV sets without charge in children's hospitals—teaching disabled veterans how to service TV sets—instructing Boy Scouts and other youth groups in elementary electronics—applying their specialized technical knowledge to many important fields of public service.

G-E All-American Award trophies will be presented to the eleven TV servicemen who, in the opinion of the judges, have achieved the most distinguished records of participation in community service during the two-year period ending September 30, 1957. In addition, General Electric will present \$500 to each winner for use in community improvement activities.

Nominations may be made by any individual, club or association. Simply write a letter describing the community service performed, give the name and address of the serviceman you are nominating, and mail it before October 19th to the All-American Awards Committee, General Electric Company, Owensboro, Ky.



All-American Award winners will be selected by a panel of distinguished citizens renowned for their own public service activities.

WENDELL BARNES, Administrator, Small Business Administration
WENDELL FORD, 1956-1957, Pres., National Junior Chamber of Commerce
HERMAN WICKMAN, Sports Authority and Commentator
ED SULLIVAN, Columnist and TV Personality

Decision of the judges will be final.

Establishment of the All-American Awards is another step in General Electric's program to give recognition to independent businessmen everywhere for their important contributions to America's progress. General Electric Co., Receiving Tube Department, Owensboro, Ky.



WINNERS TO BE ANNOUNCED IN DECEMBER



GENERAL  ELECTRIC

Full-page General Electric national advertising spotlights community service of independent TV-radio technicians such as yourself.

Your customers and prospects are being asked to help select an All-American award-winning team of 11 outstanding service dealers.

A complete package of promotion aids and display tie-ins is waiting for you. Your G-E tube distributor has this timely, colorful material. Ask him to help make your shop All-American service headquarters!

These advertising tie-ins can open your door wide to new fall business—

Easel-back display, "Football Time Is TV Tune-up Time"... Large football-theme window banner... Eye-catching window streamers... Special direct-mail folder and postcard... Newspaper mats... "Set-owners' TV Service Guide", a business-building booklet to give to service prospects.



INCREASED SERVICE VOLUME— CAMPAIGN OFFERS YOU BOTH!

FOOTBALL IS HERE. The star-studded entertainment programs are back. Millions of TV owners need to have their sets checked for top performance. Timed for this fall market, General Electric has kicked off its All-American campaign in support of the TV-service profession—the biggest ever—to 25,000,000 readers of LIFE. Full-page ads feature the all-around job service dealers like yourself are doing in and for the community...point to shops like yours as neighborhood TV-radio service headquarters.

To assist you further as an independent TV technician...to help identify your shop as first choice for tune-up work...General Electric has ready for you, through your G-E

tube distributor, a new, timely kit of displays and advertising aids that will catch the eye of football fans and other set-owners who want tune-ups and repairs.

You also can make good use of the special football schedule shown below, carrying your name and address. It's a reminder item that prospects for TV-service work will value and keep with them for many months.

Phone your G-E tube distributor! Ask him how you can tie in *now* with this big General Electric fall campaign to strengthen your community standing, and underscore your reputation for service! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Ky.*

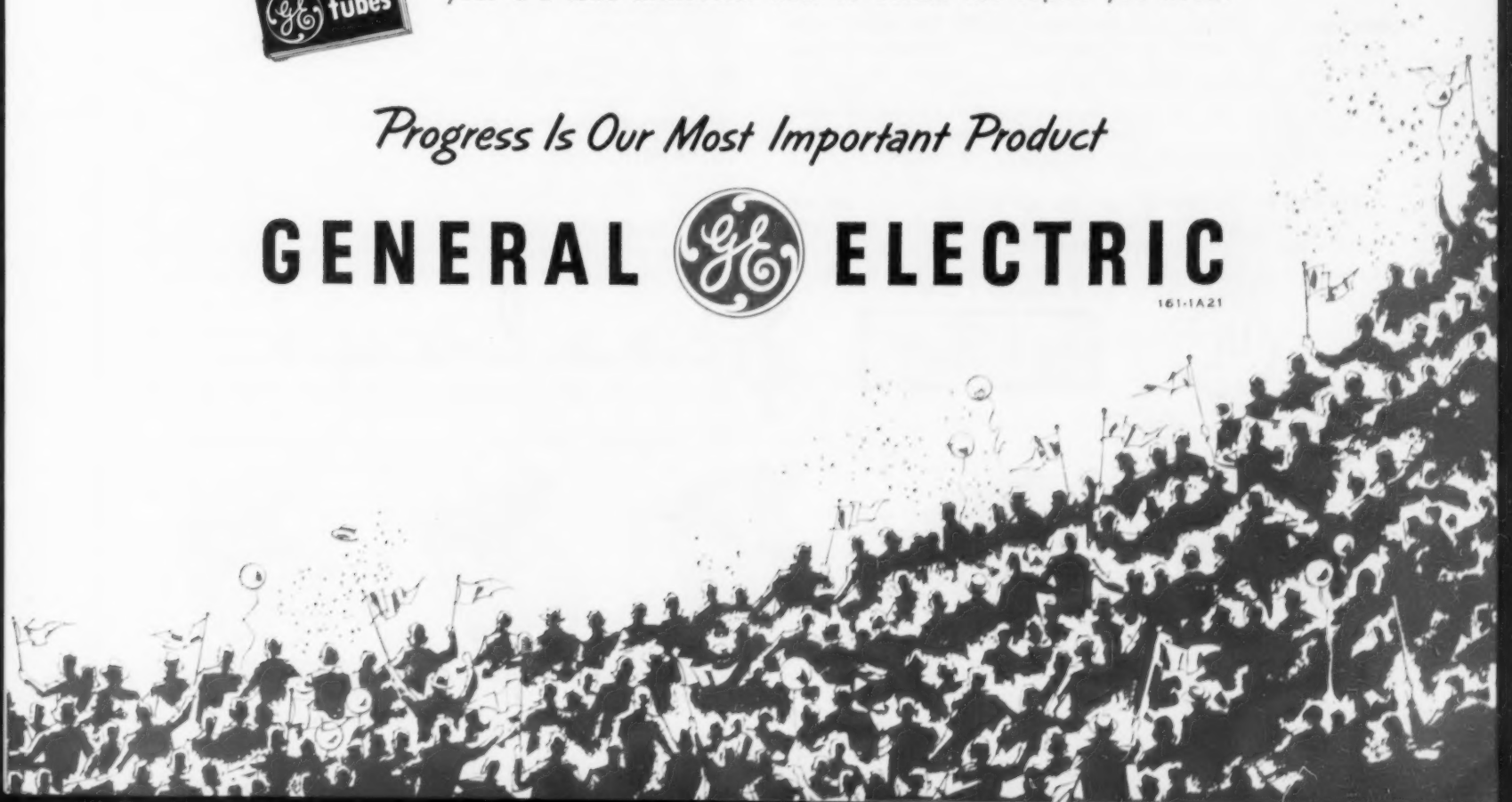


AVAILABLE IN QUANTITIES: 1957 college and professional football schedule, with space for your name and address. Everybody wants one. You can use this handy pocket guide to make friends for your shop and as All-American reminder advertising. Ask your G-E tube distributor how to obtain the copies you need!

Progress Is Our Most Important Product

GENERAL  ELECTRIC

161-1A21



THE MOST COMPLETE MERCHANDISING PLAN FOR HIGH FIDELITY! STEELMAN



"Concert Grand" Deluxe
High Fidelity Radio-Phono-
graph—Model 4A31



"Concert Grand" Deluxe
High Fidelity Console
Phonograph—Model 4A35



"Concert Grand" Deluxe
High Fidelity Phonograph
Console—Model 4A37

BUYERS CALL 'REVOLUTION IN HIGH FIDELITY' THE MOST PROGRESSIVE STEP YET IN HI-FI SELLING! From Powerful National Advertising through to Point-of-Purchase . . . Steelman Offers Dealers Their Own Complete Money-Making Programs! Along with the biggest ad blast in its 20 year history for the 'Revolution in High Fidelity', Steelman offers its dealers from coast-to-coast a complete package of the most imaginative, traffic-boosting promotions the industry has ever seen!

STEELMAN ADVERTISING! Full-color and black-and-white ads will appear in LIFE, Saturday Evening Post, Living for Young Homemakers, and The New York Times Sunday Magazine.

Featuring Steelman Console Bi-Fidelity® Music Systems, table models, and

portable phonographs . . . the ads will bring a flood of customers to every dealer—everyone eager to hear the "Revolution in High Fidelity"!

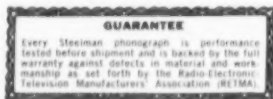
RED HOT SELLING PROMOTIONS! Every Steelman dealer will receive a complete program of traffic-building promotions keyed to national advertising about the "Revolution in High Fidelity."

EXTRA HELPS! Then, of course, to build extra traffic, there are hard-hitting mat ads, full color post cards, exciting window streamers . . . line folders . . . everything dealers need to do an optimum turnover at full profit!

START YOUR REVOLUTION NOW! Get your Steelman representative to show you the complete plan for the most fully-integrated selling program ever designed for High Fidelity—"The Revolution in High Fidelity!"



All Steelman equipment is backed by over 20 years leadership in quality high fidelity music systems and this double guarantee!



Steelman

National network of conveniently located factory authorized service agencies.

STEELMAN PHONOGRAPH & RADIO CO., INC. World leader in quality high fidelity music systems • 2-30 ANDERSON AVE., MOUNT VERNON, N. Y.



Deluxe High Fidelity Automatic
Portable—Model 4A31



Deluxe High Fidelity Radio-
Phonograph Portable—Model 4A35



Deluxe High Fidelity Twin-
Speaker "45" Automatic Port-
able—Model 1A21



Deluxe High Fidelity Twin-
Speaker Portable—Model 4D20



High Fidelity Twin-Speaker Auto-
matic Portable—Model 4A29



**"UNDER THE GOLDEN FRANCHISE
EVERY IRONRITE SALE I MAKE IS AT
FULL RETAIL PRICE AND PROFIT" ***

HERE'S HOW YOU CAN EARN MORE
THAN 100% ON YOUR CAPITAL
INVESTMENT EVERY YEAR UNDER THE
IRONRITE GOLDEN FRANCHISE—ONE OF
THE MOST AMAZING DEALERSHIP
PLANS IN AMERICA.

The 10 big advantages behind the famous Ironrite Golden Franchise:

- ① You can earn more than 100% on your capital investment *every year*.
- ② Every sale is at full retail price and profit. A very high percentage of rentals are converted to outright sales.
- ③ Selective, individual, district-dealer franchising.
- ④ Complete line of ironers. An Ironrite model for every type home.
- ⑤ No trade-ins.
- ⑥ Tremendous potential market.
- ⑦ Highest quality product.
- ⑧ Actually no competition. Ironrite is the *only* true ironing machine made. It is not a mangle.
- ⑨ High customer satisfaction. Many sales are the result of Ironrite owners talking about it to friends and neighbors.
- ⑩ No indiscriminate franchising. Only outstanding retailers, with a record of sound business practices, qualify for the Ironrite Rental Plan.

Put a good, protected profit back into your business. Just mail us the coupon (at right), and we will see that you get a booklet explaining, in detail, the great Ironrite Golden Franchise. Do it today.

Ironrite Automatic Ironers require *specialty* selling. For effective sales volume, they must be demonstrated, and the prospect herself must be persuaded to sit at the ironer and actually use it.

The tested and proved Ironrite Rental Plan was put into operation to combat the virtual disappearance, after World War II, of specialty selling. Under the plan, the prospect, for a small weekly payment, can try out the Ironrite in her own home on her own laundry. The dealer can afford to pay fine commissions to good salespeople and still keep an outstanding profit for himself.

The plan was so successful, it became known as The Golden Franchise, which could well be your answer to more profitable operation. Some of its unmatched advantages are shown in the box at the left.

*Actual statement from an Ironrite dealer.

Ironrite

AUTOMATIC IRONER

IRONRITE INC., MT. CLEMENS

**R. M. Gottlieb, Vice President in Charge of Sales
Ironrite Inc.
Mt. Clemens, Michigan**

Please see that I receive a copy of your booklet
called *The Golden Franchise*.



NAME _____

NUMBER AND STREET _____

CITY _____ ZONE _____ STATE _____

Appliance distributors vote Ladies' Home Journal...

No. 1 magazine white goods



The world's

for advertising to women!

More than 500 leading appliance distributors
all over the country were asked by an independent
research bureau, "What are the 3 best consumer magazines
in which to advertise white goods to women?"

Ladies' Home Journal received 71% more
first-place mentions than any other
magazine...and 130% more first-place
mentions than the third magazine!

- For complete details, write for free copy of
"Distributor Survey." Address Mr. Georges J. Birgy,
Appliance Merchandising Manager, Ladies' Home Journal,
Independence Square, Philadelphia 5, Pa.

largest magazine for women.....

Ladies' Home **JOURNAL**
A CURTIS PUBLICATION

No. 1 In circulation ★ No. 1 In newsstand sales ★ No. 1 In advertising revenue

“...even more important,
they know our business”

says **PHILIP J. BOOKER**, president of
Reliance (Amana) Distributors, Baltimore

“In these days of personnel problems, it's a real pleasure to work with COMMERCIAL CREDIT field men. They know their business and even more important, they know *our* business. We selected COMMERCIAL CREDIT originally because of the success our factory connection had with it in other parts of the country. We know now that the national popularity of COMMERCIAL CREDIT PLAN is based on the *completeness* of their plans for all segments of the appliance business—for distributors, for dealers, and for retail customers. COMMERCIAL CREDIT has a reputation for fast credit action and for handling collections without losing customer good will.”



**Commercial Credit dealers
are successful dealers**

Write or call our nearest office for complete
information on the benefits of COMMERCIAL
CREDIT PLAN. Why not do it today?



A service offered through subsidiaries of the
Commercial Credit Company, Baltimore . . . Capital
and Surplus over \$200,000,000 . . . offices in principal
cities of the United States and Canada.

THE GOLDEN SOUND OF HI-FI

Even though radio-TV sales will be good this fall, hi-fi will make retailing's sweetest music

FOR every four TV sets the average dealer sells this fall he will sell one hi-fi set.

That's the really big news as the consumer electronics industry stands poised on the brink of what has traditionally been its biggest selling season of the year.

The burgeoning hi-fi market is not, of course, the only good news the industry expects to make this fall. For one thing, manufacturers expect an upturn in TV volume. They also see no reason to feel that radio sales will not continue their healthy pace in the months ahead. But the biggest news is almost certain to be the growing boom in hi-fi.

Last year about a million packaged hi-fi sets were sold. That was about one set for every seven TV sales. In 1955 the ratio was about one to 13. Before that, hi-fi was too small to even be measured against the gigantic TV market.

This year, however, there's no doubt that hi-fi is big business. Somewhere between 1.5 and 1.7 million sets will be sold before the year is out. With the hi-fi pace picking up in the fall months and with TV expected to have trouble climbing much above the seven million mark, it's obvious that dealers should be selling one hi-fi set for every four TV sales.

(Industry statistics haven't kept pace with hi-fi's growth. Figures are available only on "phonographs" and are not broken down as far as hi-fi is concerned. Figures used in this article are based on a rather arbitrary classification of merchandise over \$100 as high fidelity. Statistics on hi-fi components are also difficult to obtain. Estimates of volume here differ so much as to be almost irreconcilable. One thing only is clear: here, too, business is up and still increasing.)

Figures, however, tell only part of the story. To the retailer, hi-fi looks attractive for a variety of other reasons, including:

- (1) Relative price stability
- (2) Margins far more attractive than in TV
- (3) Growing public interest

All this, however, does not keep the industry from worrying just a little bit about hi-fi. For one thing, there is a good possibility prices will go up soon. For another, a real boom in sales might produce shortages—as it did last fall for some firms. But the biggest worry of all is a nagging suspicion that as hi-fi grows it will be footballed the way television was when it was young and it looked so promising.

For the appliance-radio-TV dealer the promise—and the problems—of hi-fi have a special meaning. Available statistics indicate that packaged hi-fi has been moving pretty much through channels established by the TV industry. That would mean better than 60 percent of the business will be done by this type of dealer. That's a sizable piece of volume since trade sources estimate this year's packaged hi-fi volume at \$300 million. And the trend is still up. Sales next year are expected to climb to somewhere between two and two-and-a-half million units.

On the following pages of this, its annual radio-TV-high fidelity issue, ELECTRICAL MERCHANDISING offers dealers a wide variety of advice on how they can get their share of this growing market.



On the basis of his own experience in building packaged hi-fi volume to \$150,000 a year, dealer Ed Bower of San Pedro, Calif., can say with authority . . .

Here's How to Sell Hi-Fi

as told to **HOWARD J. EMERSON**

Hi-fi is music...
Music is entertainment...
Entertainment is pleasure...

Sell the pleasure of having good music in the home and you'll sell plenty of hi-fi sets and you'll sell them profitably. That has been our experience with packaged hi-fi and I think it has some merit.

But selling pleasure can be approached in more than one way. We sold pleasure when we sold a group of components to a 'hi-fi bug'—but it was the pleasure of sound or the pleasure of an entertaining hobby. (For seven years Bower sold components, achieved a \$50,000 volume in these alone.)

This has changed for us and for any dealer who wants to do a volume business in packaged hi-fi. Instead of appealing to a few sound enthusiasts, we desire to appeal to a mass market made up of men and women who are looking to this new hi-fi thing as a means of getting more pleasure from music in their homes.

Many thousands of dealers are going into serious selling of packaged hi-fi this year without any past experience in selling hi-fi components—and that can be good for them. These dealers and their salesmen have an opportunity to learn how to sell hi-fi to a mass market without getting confused from their past experiences in selling components to the limited group of "sound listeners". But I said "they can learn how to sell"—I didn't say that they can or should just take on a line and sell it as if it was another group of phonographs. From our experience, as we made the transition from concentrating on components to the selling of both components and packaged hi-fi, we found there is a great deal that can be learned about selling packaged sets.

We've said here that we are selling pleasure. To get this pleasure the customer must have a phonograph that reproduces everything on the record without imposing any of its own characteristics. And a great symphony conductor has said "... the mere reproduction of the entire frequency range is not as important as the quality, evenness and tonal balance of the reproduction ..."

We know what the intangible is that we must sell the customer; it is pleasure. And we know within a relative size and price range the tangible that will provide this pleasure, a phonograph that faithfully reproduces what is on the record.

To translate these two bits of knowledge into action, we have set what is more or less a routine for handling a hi-fi prospect at our store.

First, we try to qualify without scaring. The prospects—usually a husband and wife—who come in and say "we're thinking about a hi-fi," are always asked if they have anything in mind. This helps us right away to determine if the couple has been looking around, if they've been looking at some particular advertising, or if maybe they visited with some friends recently and were impressed by a hi-fi set. Of course, it is always easier to sell people what they say they want, but that isn't our only purpose.

From that question we may find out that they "don't want something too expensive," or "one that will go on this table we have," maybe "one that has this FM with no advertising." Even if the prospects don't tell us what they want they often tell us enough about what they don't want to help us. At least, that opening question which is standard in all selling, works with packaged hi-fi enough to get the prospects talking.

While they are talking and we boost the idea of having a hi-fi, we lead them to the middle of our display—this has the consoles in the \$350-\$400 bracket. (Over half the floor space in Bower's store is devoted to hi-fi.—Editor) We don't

take them to the bottom and start selling up—I never believed in that policy with radio or TV and I don't with hi-fi. From the middle we can go down if necessary, up if we can—and if we stay there we get a sale of merchandise that will please a customer and return us a satisfactory profit for our effort.

We don't introduce our prospects to our hi-fi sets by immediately showing the amplifier or letting them count the number of speakers — we don't even put on a record right away.

We talk in general terms about their needs and the space they have for the set while they look at one cabinet or peek into another. And of course, we try to make an impression right then about the quality and reputation of the brands we carry as well as making it evident that a concern like ours, with 27 years in the community in sales and service, makes this the place to buy hi-fi safely.

Sometime during this conversation we will warm up a set that we think is close to what they'll want. Maybe we'll give some attention to the cabinets, knowing that the woman prospect is spending at least half her time there thinking about cabinets, where they'll put the hi-fi set, how it will look, what particularly critical friends will think of the choice of wood or design. At the appropriate time we'll turn up the volume—it was pre-tuned to an FM station—and watch the prospects' reactions as the music starts to swell into the room. We'll watch for their preference in volume, so the rest of the demonstration can be at the level they like. Approached this way you can see the pleasure come into the faces of the prospects—this is music as they have never heard it in their home—this is what they've been talking about—maybe dreaming about—maybe saving some money for.

Our job from here on is to show the full degree of pleasure the hi-fi set can give and to define it in terms of price range and cabinet style.

And to show the degree, we must go to the phonograph. However, demonstrating a hi-fi set as a phonograph can require some experience. I think hundreds of sales are lost every day because of the way the demonstration is handled.

In the first place, I don't consider the average "demonstration record" good for much more than showing off a \$19.95 portable. Of course, I am a dealer with a complete record department so I am prejudiced in a way—but I have sound reasons based on experience. The demonstration records are made with recording curves that either correct a particular brand's deficiencies, or they are made to over-emphasize the treble with the idea that it makes a more dramatic demonstration. We don't believe the average buyer wants over-emphasis. Most women are sensitive to high frequencies and are annoyed by them. Another point—the selections on a demonstration record try to please everyone, and that can't be done in music.

The only perfect demonstration records are those which the prospects own or desire.

Next best to having the prospects bring in their records is having a selection of records that enables you to give the prospect a demonstration of the music most pleasant to them. The obvious question, "what type of records do you have at home?" will get from many that they have mood music, or that a particular composer is their favorite. Or ask "have you bought any records lately?"

MORE▶

HERE'S HOW TO SELL HI-FI

(continued)

Then you reach onto the rack and pick the record that is going to give them the most listening pleasure during the demonstration.

While the couple is enjoying their favorite music, the dealer can explain the reasons why their favorite music sounds better than ever—without going into any more of the technical details than are necessary to justify the cost. If they seem qualified, he is justified in moving them up to a more expensive model.

However, one point is very important during this last phase of the selling. The salesman must always be in command.

He must be ahead of the customers—but not so far ahead that he loses them. He must have the technical knowledge to answer any question on hi-fi—but he must not throw that knowledge at the prospects, he must serve it. He must not confuse them. If he bombards the music loving hi-fi prospect with a lot of hi-fi technicalities the prospect may readily decide that the whole business is still too complicated.

There's really no reason for scaring away hi-fi prospects with a lot of electronic mumbo-jumbo—most of the many millions of them only want to get more pleasure from listening to good music. That's our approach, and it is selling packaged hi-fi profitably.

If you're in hi-fi to sell quality merchandise at a profit, then you must make your displays help you, and to do that you have to gear them to your type of selling.

"That has been our experience from seven years in the hi-fi business. We use four types of displays and each is related both to the quality of the merchandise we sell—that is, the brands—and to our own technique of selling, which is to sell a quality instrument that will give the customer listening pleasure, and not to price appeal which pleases the customers pocketbook and hurts his ears."

At Bower's Music & TV, the four hi-fi displays are a window for hi-fi only, a window with some hi-fi mixed in with the TV sets, a main display on the general sales floor facing the front door, and a special hi-fi demonstration room upstairs.

Window displays can be very important for some hi-fi dealers—but they serve a different purpose for each type of dealer. If the dealer sells on price appeal only, his window is vital but not much of a problem—stacks of hi-fi with plenty

of signs that tell his story, ' \$100 off', 'half price', 'giant trade', etc., while he waits for the other dealers in town to pre-sell his prospects.

But for the dealer like us—and I think it goes for the majority of the dealers in the country for the next couple of years anyway—who want to sell quality hi-fi at a fair profit and are willing to do the selling job, hi-fi windows have to have two other purposes. One of the jobs our windows do is to identify ourselves with the brand names we carry, and in that way capitalize on the national advertising job that the manufacturers are doing . . . bringing the national reputations of Fisher, Magnavox and others right into our store. The second job is to expose a regular flow of people to the eye-appeal of good radio-phonographs.

It is important, I have found, to remember that the prospects can't hear the hi-fi in a window—but they can be impressed with a view of the beauty and fine cabinetry which they can have in their homes. That idea is particularly important right now when so many people have heard about hi-fi but may still think of it as a bunch of components. The resistance of most women toward the idea of components may be broken down by a window that proves that hi-fi can also mean fine furniture.

But those windows have to be kept moving, advises Ed Bower. "They must impress the viewer as a regular moving picture of the beauty and variety in hi-fi sets. We change our windows once a week—and we clean the windows and the sets between the changes too. It isn't just that a prospect is more favorably impressed by clean merchandise in a clean setting, but it makes her feel that it is brand new, something that just came in and may be sold today. If we didn't change our windows as regularly, you can be sure that some people would say 'gosh, hasn't Bower sold that blonde hi-fi set yet, the one with the black cat planter on it?' The set might have been in the window for only two weeks, but it would hurt us. We must have prospects feeling that hi-fi sets move through our store, but fast, because we have good lines, intelligent and trained people to sell them, and a lot of people buying from us.

"We devote one window to hi-fi only mainly because the business justifies it, and will even more in the future. It is logical that we give that much space when you consider the emphasis that we put on hi-fi in our advertising and the large amount of floor space we give to it. And we mix some hi-fi sets with our TV in another window because there are so many people who are undecided between getting another TV set and getting a hi-fi set. We'd prefer that they buy a hi-fi set from us right now. It will mean a larger sale in dollars, a better percentage of profit, less service and probably no trade.

Our store displays have three jobs. On our main floor, facing everyone who comes in the front door, is our big dis-

BOWER starts his prospects at sets in the \$350-400 bracket and doesn't even turn the set on until he has a good idea of their requirements.

EXPENSIVE SETS—\$400 and above—need a special room, at least during the present stage of hi-fi growth. About 25% of Bower's prospects—those who want the Cadillac treatment or those who really want the finest—get invited to this salon.



A hi-fi show put him in business...

"A hi-fi show can put a dealer into the hi-fi business profitably in ten days—it did it for us . . ." says William L. Robinson, owner of Television City, Oakland, Calif.

"Nearly 1,000 people came into our store during the 10 days in early June when we held our 'Packaged Hi-Fi Show'—the largest display of hi-fi audio in furniture ever seen in Oakland."

"It brought results, too—not just people. During the 10 days we had excellent sales of packaged hi-fi. And from then on, right up to now (August 1) we have been averaging two sales of hi-fi a day—mostly in the \$300-\$500 bracket, and sold with a full profit," states Robinson, whose adjacent stores, Television City and Uptown TV are among the largest volume area dealers in TV and appliances.

"This 'hi-fi show' is a natural right now for the dealer who wants to get himself established as 'hi-fi headquarters'."

"We took one half our store and set up displays of hi-fi sets in 6 groupings by brands—Grundig-Majestic, Hoffman, Philco, Packard-Bell, RCA-Victor and Radio Craftsman. We even had the floor carpeted for the full length of the display."

"To promote the show, we spent about \$2,000 in advertising—with considerable help from co-op, of course. We decided the way to get attention for a 10-day event was to make a big splash. So we used four 80-in. advertisements in the *Tribune*—Sunday, Monday, Wednesday and Friday of the first of the two weeks the show was run. Then we spent about \$500 on radio advertising, with time on KLX during the special one hour each evening that this station puts on a symphonic program over AM and FM," reports Robinson.

"Of course, the whole deal would have been worthwhile if nearly a thousand people came in our store, looked around, and walked out—the law of averages would bring back a profitable percentage of them."

"But we wanted to make the most of the traffic so we added a 'give-away'. We offered \$100 worth of records of the recipient's choosing in a drawing that would be held after the hi-fi show was over. To be eligible, visitors had to register at the show and indicate which model of the hi-fi sets they liked best—also whether they would like to have literature mailed or have a salesman call to talk on them."



10-DAY WONDER for TV-appliance dealer Wm. Robinson of Oakland, Calif., was "packaged hi-fi show" which brought nearly 1,000 prospects, put TV City in hi-fi business. These window signs faced city's heaviest traffic.

"Our salesmen have been following up on that list during the six weeks since the show ended and we're very pleased with the results. About 25 percent of the people we have been in touch with so far have been willing to have a salesman come and talk to them."

A bonus for Robinson and Television City came in another result of the audio show—it served to indoctrinate the store's staff of experienced TV salesmen in the methods of selling hi-fi successfully and profitably. Until the show, these salesmen had shied away from hi-fi, avoiding or passing on a prospect if they could. When the hi-fi show was in the offing, special training was given all the salesmen by one of the packaged hi-fi distributors. Then, when the show came on and nearly 1,000 people wanted to know "what gives" with any one of 40 hi-fi sets, the salesmen were forced to learn each of the lines as well as the general principles involved in selling hi-fi.

"As a result of the show, we have a well trained and experienced crew of hi-fi salesmen," Robinson reports. They look at it now as something they should push, something they can sell and make money on. For example, during the first week after the show, our salesmen began taking almost every TV customer, and even the white goods customers over to the hi-fi sets before they would let them leave the store. During that first week our salesmen sold six big-ticket hi-fi sets as 'add-ons' to sales of TV or appliances."

play (and getting bigger). It serves to expose our traffic to a mass display of hi-fi. No one who has been in retail selling for any length of time ever underestimates the power of exposure. Exposure can be just as important for a product that is not yet in a boom or that hasn't yet received full public acceptance as for a traffic item. In many ways, a dealer like us is wiser to give his biggest exposure to a product that, like hi-fi, is in its ascendancy. So many people come into a store like this—people for records, for needles, for batteries, for radio repair, to ask about a TV repair, to see about a new TV set—these are all people who are excellent prospects for a hi-fi set. Our big display may turn their interest into buying."

The main display of hi-fi is a mass display because it is designed for mass exposure and mass selling.

Bower has found this to be true because the size of the display and the variety of sets shown, make it say to the hi-fi prospect, "among all of us there must be one that you can afford, one of us that will sound just right to your ears, and will look nice in your living room." Of course, by its size it gives the salesman great flexibility—a chance to move easily among models, working toward the size, cabinet, price and tone characteristics that will best suit his prospects.

In our main floor display of hi-fi, emphasis is on sets in the middle-price range—the \$250 to \$350 bracket, with a separate space for table models and portables. There's no sound reason for anyone in the business feeling that they have to apologize for the price of a good hi-fi set. There's no reason for a dealer or his salesman to feature or push cheap hi-fi—certainly not this early in the development of the business. We say "this hi-fi set costs \$350 and it is worth it," and we show them it is worth it through a demonstration and a sales talk.

MORE▶

HERE'S HOW TO SELL HI-FI (continued)

Don't sell the high profit out of high fidelity. We've never let prospects feel that they could expect the pleasure that a good hi-fi set can give them from any set priced like the table models in the drug store.

"This year our average sale set has been in the \$300 bracket. Expensive hi-fi has not been neglected at our store. Be-

ginning with hi-fi sets priced just over \$400, we display and demonstrate in a special room on the second floor."

Above \$400 or so you can't sell hi-fi without a special room. Look at it this way. Prospects for sets from \$400 to \$1500 are in two groups—one group may not know much about or care much about the quality of the instrument, but he wants the best available and he wants to buy it in a "Cadillac-show-room atmosphere" to know that he's getting his money's worth, or the "full treatment"—then there's the more common buyer of expensive hi-fi, the person with a sincere desire to obtain the finest instrument that he can get for reproducing



FREE RECORDS can be just enough incentive to make people buy a big ticket hi-fi set they've been wanting—so offer \$40-\$50 worth of records—margins in hi-fi make it possible right now. This is the suggestion of Ed Lane, hi-fi, TV and appliance leasee at The Paris Co. department store, Salt Lake City.

Trade-ins and give-aways build hi-fi sales...

"The hi-fi dealer who doesn't take trade-ins and offer premiums is out of business in today's hi-fi market," states Ed Lane, lease operator of the hi-fi, TV, radio and appliance department of The Paris Co., one of Salt Lake City's largest department stores.

"Hundreds of people are right at the verge of buying hi-fi. Everytime they see a demonstration or visit a friend's home and listen to a modern radio-phonograph, they get excited and say 'that's for us, we've got to get one'. But do they? A great many just go on saying they're going to. So, what we do, and I think it is important for any dealer in packaged hi-fi to consider, is to make it worthwhile for these prospects to go down to the store *right now*," says Lane.

"We offer big trade-in allowances toward our packaged hi-fi in a regular flow of newspaper advertising. The results we are having prove that the trade-in offer is just enough incentive to get action—it is enough to make some people look at their old record player and say 'gee, that old friend is worth money down at The Paris . . . might as well get something for it while I can'. Others, who've felt a hi-fi set too expensive see the trade-in offer and say 'that hi-fi I wanted isn't going to cost as much as I thought if I can get some-

thing worthwhile in trade for this phonograph of mine.

"Because of the mark-up on hi-fi we can be generous enough to offer customers a trade that will close sales. Our sales average between \$250 and \$400. We can go to 10-15 percent of the list price and make out fine. And, of course, we do get a certain amount of money back out of the trades, although I admit that most of the trade-ins are relics. However, we get in trade quite a few phonographs and combos that have good cabinets and excellent audio systems, the only thing wrong is the changer. On many of these we pull the changer, put in a 4-speed job, and sell it in our used department. It is surprising how much demand there is for good, used phonographs (if they'll handle all speeds) for use as a second phonograph somewhere in the home, usually the rumpus room," Lane reports.

The second type of sales stimulus that Lane is using at The Paris Co. to build his hi-fi volume is the offer of \$40-\$50 worth of records free with each hi-fi console. "This can be handled perfectly well within the margin available on hi-fi," Lane comments. "Particularly in our case because we have our own record department and are paying only the wholesale cost of these records.

"I think that dealers should not confuse the giving of records with a hi-fi set and other types of give-aways. If you gave a toaster with each hi-fi, you know and most customers would know, that you are just discounting the price of the set. When you offer records, while it amounts to a discount technically, it results in a different reaction from the customer and gives the dealer a different result. The records and the hi-fi fit together as a package of entertainment. The customer sees it as a chance to get the hi-fi he's wanted and at the same time have a chance to select 10-15 records that he's always wanted. Of course, anyone who has records wants more, so it is an incentive for the customer to go where he can get his new hi-fi and records together in a package—with no extra charge for the records.

"There are other advantages to this offer, from the dealer's point of view. While this hi-fi market is growing rapidly he wants to get as much word of mouth advertising as possible. A lot of people are relying on their friends' advice about hi-fi. So, you surely want satisfied customers. If your customer goes home with his new hi-fi set and tries out all his new records—which you gave him—he's going to hear that set perform at its best. Otherwise he might go home and dig out favorite records that had been damaged by regular playing on an old phonograph—and you can be sure he wouldn't get the same impression that he would get from the high and low notes from brand new LP's. Naturally, this customer is going to show off his new set—so a whole bunch of prospects for your hi-fi department hear one on your sets performing at its best with new records. And—if your customer puts on one of his own old ones and it doesn't sound as good, he won't blame the set you sold him—he'll know that it is the record. And these guests of your customer—many will want to know how he could buy a brand new hi-fi and also a whole bunch of expensive records. When he realizes that he can make a similar choice of \$40 or \$50 worth of records at no extra cost at your store, you've got someone who's going to show up and buy some day."

music in his home. This prospect needs more than personal attention. He needs the chance to make his selection in privacy where he can have the undivided attention of someone fully equipped to answer a question. And this prospect needs to be able to choose between instruments by hearing them perform in a room with excellent acoustics. He wants to relax and make his judgment in a room that nearly as possible duplicates the atmosphere he will have in his home when he owns and enjoys the hi-fi set. Actually, for a customer with that kind of money to spend, the ideal would be for the dealer to bring 4 or 5 hi-fi sets to the prospect's

home where he could hear his own record collection—but of course that isn't practical except in special cases, so the next best is the private demonstration room.

Not everyone who comes through the front door is invited to the hi-fi demonstration room. Maybe 25 percent of the prospects are taken there. As business expands and this boom, as they are calling it, in hi-fi continues to increase business, probably even a smaller percentage will need to have those special demonstrations. It all amounts to careful screening by the one of us who is handling the prospects. We have to be able to tell from our contact with the prospects whether

MORE ▶

Concert establishes dealer in hi-fi...

A "hi-fi concert" at the local theatre put Gerke's appliance-TV-music store into the packaged hi-fi business profitably in the Ballard district of Seattle, Wash., and did it for an outlay of less than \$400 to the dealer. More than 18 months later, people are coming into Gerke's to buy hi-fi and mentioning that their first exposure to hi-fi was at Gerke's "concert."

It proved at Gerke's that a concert can be a neighborhood event and that a local dealer is a source of hi-fi equal or more important than downtown stores. By holding the concert in a theatre or local auditorium, the dealer gets away from the commercialism that would be attached more to a demonstration in his store.

More than 400 people from the Ballard district of Seattle braved one of the coldest nights of the winter to visit the neighborhood theatre which Gerke's had taken over for the evening in cooperation with RCA-Victor and V-M. Tickets for the event had been printed, priced at 75¢. The ticket, incidentally, made no mention of Gerke's RCA or V-M—it mentioned only that the event was to be the "First Hi-Fi Concert" and that it would be at the Ballard Theatre beginning at 8 o'clock.

To promote the event, Gerke's used newspaper advertising announcing the store as host and offering free tickets to all who came into the store. In addition, Gerke's sent a mailing to its customer list and to 200 theatre patrons known to be interested in music.

For the concert, Gerke's hi-fi department manager, Leo E. Wirth, had arranged 15 hi-fi sets on the stage, and duplicate models in the orchestra pit. The first 10 rows of the theatre were roped off to keep the audience back where they could hear the full sweep of the music.

Starting at 7:30 the theatre management put on short movie subjects and newsreels. The movie shorts were silent, allowing the playing of hi-fi music as a background. Shortly before 8 o'clock, the spotlight was trained on an organist at the theatre's organ. He played the "Lost Chord"—but in the middle of the piece, the organist left his seat and the music continued to flow out through the theatre. Then the MC, a public relations man with background in radio and theatre work, took over and explained to the audience that they had heard no live music at all, that it had been coming from a modern hi-fi set out of their sight.

Next came the concert, following a printed program handed to each guest at the door. As announced in Gerke's advertising, the program scheduled both popular and classical music. The first half of the program featured popular music plus hi-fi demonstrations such as "Adventures in Hi-Fi." During an intermission Gerke's provided entertainment by a local pantomimist. For the second half of the program, classical



NEIGHBORHOOD CONCERT at local theatre brought Gerke's, Seattle, 400 hi-fi prospects, established store as hi-fi headquarters. Fifteen hi-fi sets were displayed on stage, another 15 in pit used for demonstrations.

music and opera were offered—selections included Finlandia and selections from Carmen. Surprisingly, says manager Wirth, none of the popular music fans walked out at intermission; they stayed for the "long hair" program too.

Each selection was played on a different hi-fi set, with the sets in the orchestra pit being used for the demonstration. After each number, the MC showed from the sets on the stage, the model that had been used and described it. Curtains on the stage were drawn while each record was played to provide better acoustics, then opened to show the sets. At strategic points in the lobby, other hi-fi sets were displayed, and there was a display of the records which were used for the demonstrations.

The concert ended at 9:30, after which the audience was invited onstage to examine the equipment.

Total cost of the concert was about \$1,000, including newspaper and radio advertising. The cost was split three ways—Gerke's, RCA-Victor and V-M.

As an incentive to build the audience, and to give Gerke's a means of following up on these obviously interested prospects, a hi-fi door prize was offered. On each of the programs handed to visitors as they arrived was a coupon where they could put names and addresses to qualify for the prize.

HERE'S HOW TO SELL HI-FI

(continued)

their desire for hi-fi is so intense that they are good prospects for a super-set, and we have to be able to judge whether or not they would be able to afford such a hi-fi. For there are no outward signs on prospects that tell the salesman what price bracket of hi-fi they can be sold. The guy in jeans with a wife in slacks may have a collection of Mozart records that crowds their small apartment—and they may be willing and anxious to spend \$50 a month for a fine hi-fi set instead of putting the same amount into a new automobile. The fellow with the Lincoln Continental and a beautiful Italian silk suit may feel that he is stretching his 'taste for hi-fi' when he takes a \$199 low-end console with a record changer that will give him a few hours of mood music. We've found that we can qualify the prospects only by talking to them intelligently about their tastes in music, their interest, if any, in "sound", how much use they make or intend to make of FM or a record player, what records they have and what they intend to buy, etc. From that we can tell how far to go in showing higher priced models.

All our displays are tied directly to our methods of selling. I think most dealers will find that spotting a few hi-fi's in a corner doesn't put them in the hi-fi business—at least not for profit. We learned we had to display the sets so they would help sell themselves and help us sell them.

Advertising hi-fi is really successful only if the dealer does it on a regular schedule, and it will produce its maximum response if the copy is kept simple but written with a purpose.

"A steady schedule always was important, but today, for us and for any dealer, I think, who wants to grow steadily with the rising volume that is coming in packaged hi-fi, the steady schedule is even more important and so is a very careful attention to the type of copy that the dealer uses.

"For example, I have found it very valuable to keep up a steady flow of 'institutional' advertising in addition to the product copy that I run on co-op with distributors. In fact, I spend between 2 and 3 percent on this kind of advertising, mostly building the slogan "the store with the SOUND reputation". Here are some reasons I recommend institutional advertising for hi-fi dealers, particularly at this period of the growth of the business:

At the same time that the public is becoming greatly interested in hi-fi it is becoming greatly confused. People are thinking, "There should be someplace we can go that would set us straight on hi-fi, tell us just what it is, if we need it and can afford it—someplace with a reputation."

A dealer's institutional copy can help set him up as that place to go. Product advertising isn't enough—the public has learned from buying TV that many dealers have reputable products, but don't necessarily have the knowledge or the training to help the public buy these products. As far back as 1953, we used 'For SOUND Advice, Consult Our Sound



SIMPLE SET-UP of packaged hi-fi units with stereo tape playback has helped Ella Stark Vandervoort (at Philco 1766M) and H. E. Vandervoort (at TR200 tape recorder) sell eight stereo sets and 40 other hi-fi's this year.

Stereo sells hi-fi now...

Selling the 'future first'—using the stereophonic sound of the future to sell the hi-fi set of today—has been proved successful by a small dealer in East Palo Alto, Calif.

While most of the industry is looking to stereophonic sound as the "second wave" which will take over and offer great opportunities to dealers after the present wave of hi-fi buying, Mr. and Mrs. H. E. Vandervoort, owners of Gregg's Appliances & TV, have been using it successfully as a means

of building traffic in their new hi-fi department now and exposing hundreds of people to hi-fi sets which they will need in the near future.

Gregg's had been displaying Philco and Zenith hi-fi consoles for some time, using the same room which is secluded on a mezzanine for color-TV showings. But the hi-fi was inactive until Mr. and Mrs. Vandervoort attended a distributor's showing in San Francisco and were fascinated by the stereophonic sound demonstrations. They came home feeling that a lot of other people might be just as interested in this unusual presentation of sound.

A large window banner asking passersby to come in and hear a demonstration of stereophonic sound was all that was needed at Gregg's to start a steady stream of visitors to the hi-fi demonstration room. And with the visitors came sales. During the first six months of 1957, the Vandervoorts sold nearly 40 hi-fi sets. Eight customers bought stereo at about \$600 a package.

"These demonstrations of stereophonic sound have three values for us," says Ella Stark Vandervoort. "Because they are a novelty they bring in hundreds of people and expose them to our hi-fi department—people we might have had difficulty in getting in here because people in this area have been associating hi-fi with the music dealers and the radio parts distributor. Then, of course, even at this end of the season, it is bringing in enough people to keep hi-fi sales at a profitable level—and yet I believe most of our results will be delayed action with people who have been in this spring coming back this fall to buy. And in the third place—we're going to do a lot of extra business. Many of the people who have bought hi-fi from us wanted to have stereo, but the ticket was too high for them right now—so they took the AM-FM-phonograph at \$300-\$350 and as soon as they can afford the extra \$225 or so they are planning to get the dual track tape recorder to combine with their console for stereo tapes."

Hi-fi show triples Nicholson's sales...

"About 10,000 people came to our hi-fi shows in May—and we sold one in 10 of them at an average of \$375, we've sold a lot more of them since and we expect to keep on selling them. The shows tripled our hi-fi volume," states George Nicholson, owner of Nicholson's, appliance-TV and hi-fi store in Hollywood, Calif., and the South. Calif. Music Co., downtown Los Angeles music-TV and hi-fi store. Here are the tips on producing such a successful hi-fi show offered by Nicholson and Harvey Ryan, manager of So. Cal. Music.

1. PLAN BIG. Don't stint on floor space for a hi-fi show, advises Ryan, have room to display the complete line of every brand you carry. So. Cal. Music turned over one entire floor of its store to provide individual display areas for the nine brands that participated. One observer judged the space at 10,000 sq. ft. Attractive 3-ft. high dividers gave the display areas privacy, yet didn't break the room up into small units. High-fi models priced from \$99.50 to \$1,600 were shown in these displays and each brand was allocated its own sound-proof demonstration room where customers, after seeing the selection of cabinet styles, could hear the quality of the product without distraction from other demonstrations.

2. GET HELP—and get it early, says Ryan. Getting active cooperation from the hi-fi distributors is a must in producing a successful show, he points out. So. Cal. Music and Nicholson's received co-op advertising. In addition, distributors were made responsible for the layout of merchandise in their display areas and in the demonstration booths. If the store didn't have certain models in a particular line, Ryan had the distributor provide it for the period of the show. During the four weeks of the show, distributor's salesmen were enlisted to help man the booths.

"But, get all this planned early," advises Ryan. "Have all agreements with distributors finalized at least 30 days before the show is scheduled to open."



PLENTY OF SPACE was given to "packaged hi-fi show" at So. Cal. Music, Los Angeles. Manager Ryan advises using open area, separation by 3-ft. dividers, and listening booths for audio demonstration to cut down confusion.

Plan your decorating scheme early, and be sure that your distributors know about it well in advance so they can make their display material harmonize with yours, suggests Ryan.

3. ADVERTISE HEAVILY, but carefully, advises Harvey Ryan. Both stores used metropolitan newspaper advertising plus some distributor-sponsored radio time. Emphasis in all copy was on "packaged hi-fi" and "audio in furniture".

"You must not overlook the importance of visual appeal of packaged hi-fi in planning a show and advertising it", according to Ryan. "Women are very cabinet conscious."

Ryan aimed at the mass market, and the influence that women have on this market, with such copy as:

"The splendorous display of hi-fi furniture in period, contemporary and exotic styling with its rare woods and unusual finishes will thrill the decorator. . ."

4. SELL IF YOU CAN, suggests Ryan, but remember that the dealer's primary objective shouldn't be quick sales. So. Cal. Music's aim, says Ryan, was to establish the store as the Los Angeles center for packaged hi-fi—and to do it while the market for packaged hi-fi was just getting underway.

Expert . . . We've used copy that has referred to us as "Hi-Fi Headquarters", as "The Harbor Area Music Center", and in '54 we started emphasizing Bower's Music & TV as "The Store With a SOUND Reputation." These approaches used in small institutional advertisements all have the purpose of building in people's minds the idea that "here is the place to get honest advice about hi-fi." It has helped us a lot in building our volume.

You will notice that we've used "sound reputation" and "sound advice" more often than any other institutional slogan. It is a pun with a purpose for us. It defines our approach to hi-fi, as we have discussed in talking about how we sell on the floor. It advises the prospect what to concentrate on looking for in hi-fi—"sound." If the dealer gets across that point—that hi-fi is good sound entertainment that anyone can have in the home, and that this dealer is the reputable local source of such hi-fi, he will get business—and it can be profitable business. With this institutional advertising along with his product copy he'll reach the hundreds of new families every day who hear about hi-fi and he'll get action from inter-

ested families who've always wanted hi-fi but have been scared away by technical terms and pictures of components scattered around the living room.

The way hi-fi sales have held up well into the summer this year shows that there isn't yet any marked pattern of seasonal selling of hi-fi. There's a reason for it. More people are becoming interested in hi-fi every day. They're hearing about it from friends, at work, everywhere. Some will go out and do something about it right away. Some will wait a week, some a month, maybe longer. The dealer doesn't know, but he has to be ready.

Direct mail can be important in building a hi-fi business, too. About fifty percent of our advertising budget goes into mailings. However, one reason is strictly local; our market area is made up of a group of small cities on the coast west of Long Beach, and while there are many good local newspapers, there is not one single paper that saturates this market. So, we make frequent mailings, aiming at three groups: every home in a particular community; select prospects—car owners, and customers built up during 27 years of retail."

End



DEMONSTRATION technique of playing fairly inexpensive recorder through a 12-inch speaker impresses prospects with fidelity of sound, doesn't frighten them on price, helps sell speakers. Partner Joseph Samiljan demonstrates.

SALES KEEP GROWING FOR A CAMERA STORE

Mass display, moderate prices, good promotions and free credit have all helped the Massachusetts Motion Picture Service sell 150 units a year

By BILL MCGUIRE

CAMERA stores entered tape recorder retailing through several handy doors. For one thing, the fact that camera manufacturers accounted for a large percentage of recorder production made the camera store a logical link in the product's chain of distribution. For another, camera stores got in on the ground floor by doing the bulk of retail recorder pioneering in the industry's early years. For a third, many consumers naturally link recorders with picture-sound equipment.

But regardless of how the situation came about, camera stores do sell tape recorders,

and plenty of them. Massachusetts Motion Picture Service, Inc., of Lynn, Mass., which does "more than \$250,000" in annual volume, sells about 150 tape recorders a year for some \$26,000.

Strictly speaking, Massachusetts Motion Picture Service is a retail store in the audio-visual field. In addition to recorders, the firm deals in photographic, projection, stage and dictation equipment, and has a flourishing film service, too. Much of its volume is done with schools and industry.

Brothers Edward and Joseph Samiljan, who operate the business, have developed a

solid and steadily improving recorder operation. They've done it by maintaining mass display and heavy stock; by staying in the moderate price range; by using leaders intelligently; by promoting deftly and demonstrating with a degree of control; by operating a complete service department; and by offering credit without finance charges.

The latter is the greatest single factor in Massachusetts Motion Picture Service's tape recorder sales, and its prime weapon against potent local discount competition.

"Now," says Joe Samiljan, "I know how the guys in the Light Brigade must have

EDITOR'S NOTE: This is the last in a series of four articles. Others appeared in the May, June and July issues of *Electrical Merchandising*.



TWENTY-FIVE PERCENT of recorder volume comes from sales to institutions. Three salesmen visit schools, churches, professional men.



BIGGEST HEADACHE is recorder service, particularly on inexpensive machines. Consequently, store concentrates on recorders of reasonable quality.

felt. There's a discount appliance store right across the street; another a few doors down; and a third just beyond that. All of them can undersell us on recorders, and all of them have credit set-ups—but at a price. Ours is clean and free, and a real good sales tool. It gives us the most natural pitch in the world: "Why buy at a discount just so you can support a finance company with the money you're supposed to be saving?"

The firm takes 10 percent down on a tape recorder, gives the customer one year to pay the balance. The Samiljans are able to get fast credit bureau clearances, often sending customers they've never seen before on their way in 20 minutes.

Free Credit Fights Discounters

Says Eddie Samiljan, "Free credit lets us sell at a good markup and keeps us in competition with the discount boys at the same time. In this sense, it's our life blood. We can't cut prices—our overhead's too large. We've got a huge stock to maintain. We've got three salesmen calling on school and industrial accounts. We've got an A-to-Z service department to support. A wide profit margin on unit sales is the only stone that'll kill all these birds for us. Free credit gives us that margin."

Credit plays the lead, inside and out, in Massachusetts Motion Picture Service's advertising program, on which the store spends four percent of gross. Free credit is also stressed in a series of signs spotted

about the interior of the store. This is the Samiljans' trump card, and they play it for all it's worth.

The firm carries five tape recorder lines, keeps 10 or 12 on display in a special section, and backs them with a stock of 20 to 30. The machines have a retail price spread of \$100 to \$300. Most sales hit in the \$175-\$200 area, because these are the recorders that Massachusetts Motion Picture Service chooses to promote. They represent what Ed and Joe Samiljan consider a happy medium of good quality selling at a good price and bringing a good profit.

The store's \$100 stock is never comprised of units built to retail at that price. Instead, these are somewhat higher priced machines bought as specials and merchandised only as leaders from which to sell up. When their leader stock is exhausted and distributors have no specials to offer, the Samiljans will create a leader by paring \$25 or so from some \$125 stock.

"You've got to have price to bring the people in," says Joe. "Right now, the magic figure is just under \$100. Not long ago it was \$149. But if you sell too much of that stuff, breakdowns will break you. We believe that unless there's a reasonable degree of quality in a recorder, it can't be sold profitably regardless of price."

The store runs the only complete tape recorder service operation in Lynn, but it's no money-maker. Joe characterizes tape recorder service as "the biggest headache we've ever

had." More than once, service incidence has soared so high that the brothers have seriously considered dropping recorders altogether. Their object is to break even on service.

From time to time, Massachusetts Motion Picture Service promotes recorders. One effective approach consists of wiring a message repeater to the front door mat, so that foot pressure on the mat activates the repeater, which announces the day's specials. Now and then, the store stages a recorder giveaway promotion, timed to reach its climax the day before a half-holiday.

Demonstrations Sell Speakers

When the Samiljans demonstrate a tape recorder, it's never a matter of merely throwing on a reel and flipping a switch. Instead, pre-recorded tapes are played through a 12-inch coaxial speaker in an attractive mahogany enclosure, standing in front of the recorder display. This, in the words of Joe Samiljan, "makes a \$100 special sound like \$1,000, and a \$200 job sound like \$2,000."

When the store first adopted this demo technique, it worked so well that a demand for speakers was created, so a speaker line was taken on to be sold in conjunction with recorders. It's a simple matter for a salesman to demonstrate that a combination of \$160 recorder and \$50 speaker has better tone than a single \$300 recorder. Result: more recorder sales; plenty of speaker sales; two profits instead of one in many instances.

About 25 percent of Massachusetts Motion
(Continued on page 101)



***This is Andy Rudtke of Patchogue, L.I., New York.
In a tough market he sells 120 washers a month
at a minimum profit of \$25 each. That makes him...***

A WHIRLWIND WITH WASHERS

SEVEN years ago the Patchogue Electric Company did not exist and owner Andy Rudtke sold haberdashery at the Bee-line department store in Patchogue, Long Island. Today Rudtke's firm does a whopping \$1,500,000 in appliances and TV. Some 1,500 major appliance sales in that total represent washer transactions. Figured on the basis of 80 washers to most carloads, that makes Rudtke a whirlwind with washers, averaging a car-and-a-half of sales a month.

To explain it Rudtke simply says, "We're flexible. You've got to stay that way. Otherwise you're a dead pigeon. I might say I definitely will not do something today, but I'd better reserve the right to change my mind tomorrow."

Such over-simplification by Rudtke obscures the fundamental pattern of his selling. This has been dominated by at least three constants ever since he took the plunge into the appliance-TV business back in June, 1950.

For one thing, he has always subscribed to selling branded products at rock-bottom prices, liberally sprinkled with what he calls old-fashioned selling.

"I set out early to give customers the best merchandise at the best price and with the fastest service in this business," says Rudtke. "And I'm still doing it. Besides, I never forget you can't put down a washer, or any other

appliance, as if it were a can of peas and expect to sell it. It takes hard work and salesmanship."

For another thing, Rudtke always buys at carload, better if he can swing it. And finally, as a firm exponent of the low-overhead operation, he can push volume selling of washers at low margins and make it work.

Rudtke Salesmanship

Rudtke throws multiple features peculiar to his own operation into the pot he calls old-fashioned salesmanship.

To start with, he accepts the realities of price selling. Every washer sale is based on dollars-above-cost, a theory Rudtke adopted the moment he went into business. No washer sale drops below a \$25 take. To stiffen the average take per sale, Rudtke compensates his salesmen with a salary and 10 percent commission on every transaction of \$25 or over, plus any PM's or spiffs. On top of that, he allows an additional \$1 for every \$5 above the \$25 minimum take.

This means that automatic washers selling for \$178 to \$269 return at least \$25 gross per piece, with the possibility of the negotiation running to \$40, or even \$60 on specials and exclusives. The best price range for washers runs between \$188 and \$200. Rudtke estimates 75 percent of his sales fall in the \$200 bracket. For this his customers are

getting an automatic with a water-saver feature, full year service on labor and parts, and a 5-year warranty on the sealed unit. His washer-dryer packages, which run to one out of six washer sales, are offered at about \$350. In color these packages run from \$450 and up.

Even though Rudtke has some 30 washers displayed on his floor none of them are connected and he feels no compulsion to hook them up.

"Automatic washers are accepted by the public," he says. "It's not necessary to hook them up and demonstrate them. Besides, when you're selling price, you've got to control the expense you put into each sale."

Rudtke will, however, extend himself to the hilt on delivery service. He has three pickup trucks on the road from 8 am to 6 pm. They concentrate on a 25-mile radius from Patchogue. They have been known to go into upstate New York and Connecticut. The three two-man crews manning these trucks make hauls for the main warehouse store at 174 Medford Avenue, Patchogue, and for a branch at Smithtown, eight miles to the north. Rudtke prides himself on his same-day service, and can make washer deliveries within a matter of hours after the close of a sale.

Still another peculiarity of his operation accounts for this speed. Some 60 percent of



THREE PATCHOGUE SALESMEN busy themselves with automatic washer customers. Some 30 washers are on display, buttressed by more on sidewalks outside. Bulk of sales are around \$200, based on rock-bottom prices for branded goods.



CARLOAD BUYING with built-in advantages feeds Patchogue Electric's price offerings. Rudtke knows he must move goods in volume. His buying instincts are razor-sharp, his appetite for closeouts, specials, and exclusives voracious.



SPEED and flexibility characterize Rudtke's operation. Salesman Ronnie Anderson dictates copy for an ad page dominated by a \$219 washer special. Jack Bennett, Newsday ad counsellor, will see it runs next day.



EXPANSIONS come often at Patchogue Electric. At latest addition macadam is still wet, scaffolding still up, but Andy makes room for trailer of 45 automatics to sell from cartons in addition. Washers were gone in two weeks.



BACKYARD CHICKEN COOP for warehousing pared Rudtke's breakeven down to eight percent of sales in early years, holds it at 12 today. Rudtke buys as he builds. He also owns his inventory. It all contributes to low overhead.

MORE ▶

Rudtke gives washer customers what they want fast

his washer sales are credit sales. The bulk of these are routed through General Electric Credit Corp. in Lindenhurst. Because of about 3,000 Patchogue Electric accounts on GECC books, a credit check can be rushed through in less than half an hour on old accounts, no more than three hours on new accounts. This is partly because Rudtke has a keen sense about credit risks, never tries to overload a customer. He has also set up a system so accounts can pay through his store if they wish. Under no circumstances will he let these transfer payments lapse. His office staff will stay till midnight if necessary to get daily check payments to GECC in the mails. The important hook, of course, is that customers make frequent trips to his store, exposing them to further sales as their credit obligations shrink to safe levels.

On another score Rudtke goes off at a tangent from many traditional dealers. He has no service department as such, and won't touch entangling service chores with a ten-foot pole. He prefers to buy distributor service with his washers and other appliances. He then funnels all electrical jobs through four electrical contractors in Patchogue. He even farms out the reconditioning of washers to a firm in Ronkonkoma, paying about \$26 for reconditioning jobs and selling these washers for around \$50.

This concentration on price and fast delivery, on the solidification of credit channels, and on bypassing troublesome service functions makes Rudtke's selling competitive enough so that he can say of his competitors—particularly the Frost, Sunset, Vim and Sears branches operating in his back yard—that "They'll never beat us. They may tie us. But nobody'll ever beat us."

It's All in Buying

Rudtke's addiction to carload buying is deep-rooted.

"From the first I bought at carload," Andy recalls. "In fact a carload of G-E appliances and another from Kelvinator sent me on my way. I figured then that if I got into this business I'd have to jump in with both feet. In six months I learned that distributors are most receptive to dealers who move merchandise. And carload buying is what still counts in this business today."

Back in 1950, when he operated out of a 14 by 37-foot downtown Patchogue location, those first two cars cost Rudtke \$26,000, and they were heavily weighted with washers even then. To pay for them he mortgaged his home and assembled sundry savings, accrued over 20 years of retail selling, to account for \$17,000 of it, then promptly borrowed another \$15,000 on the merchandise. That gave him \$6,000 of working capital.

In six months the loan was repaid, and he closed his first year with \$300,000 in total
(Continued on page 106)



2:15 PM Salesman Ed Kellers closes a sale to Mrs. Lanham, of Shirley, L. I., a standing account. She decided to take 18 months to pay for 656 G-E automatic.



2:20 PM Delivery promised for 4 pm, Mrs. Rudtke rushes credit check through to GECC in Lindenhurst. Credit check cleared at 2:40 pm. Delivery approved.



3:50 PM

Next load out of warehouse at 3:30 pm carried Mrs. Lanham's washer, but had to deliver a refrigerator first.



4:10 PM

Despite first-stop delay, truck travels 14 miles to Shirley within 10 minutes of promised delivery time. Crew speedily uncrates unit.



4:20 PM

New automatic washer is connected to existing hookup, old one is hauled outside. Crew reloads refrigerator to make a second try at first stop.

PORTABLE SALES BY THE THOUSANDS

Radio Clinic's two stores in New York sell about 3,000 television sets and 1,500 radios a year — all portables.

They do it by advance calculation of a profit on every set that averages out to 25 percent on radios and 19 percent on TV, by offering leaders at low prices, charging for all service and emphasizing add-ons

By JOHN A. RICHARDS

A QUARTER century of radio selling has imbedded Radio Clinic, a two-store operation on Manhattan's upper Broadway, in a profitable portable radio business. At the same time it has provided the firm with selling techniques with which it is now squeezing modest profits out of volume sales of portable TV.

Owners of Radio Clinic are Leon Rubin and Harry Baum, both 25-year industry veterans. Their locations are at 2290 Broadway, near 83rd Street, and at the southwest corner of 98th and Broadway.

Between them these stores move 5,000 radios a year. Some 1,500 of these are portables, most of them sold at gross margins of from 15 to 32 percent. This averages out to 25 percent, computed on total sales for each margin category. In dollars it represents a yield of anywhere from \$1 to \$12 per unit.

Portable TV, on the other hand, has already attained a high volume level. They sell close to 250 a month. Before year's end this pace should enable the firm to crack the 3,000-a-year mark. Partners Rubin and Baum

calculate margins on these portables in dollars, taking from \$12 to \$22 on a unit. They estimate this averages out to a portable TV gross of approximately 19 percent.

Assigned Roles

At Radio Clinic a highly-systematized set-up divides business between radio, TV, traffic appliances, and photographic equipment. Except for air conditioners, no major appliances are sold. In the total scheme of things traffic appliances have been assigned a traffic-building role. Both radio and TV must pull their own weight.

In actuality, radio represents 25 percent of Radio Clinic's business, television 30 percent, and the balance is distributed among traffics, photographic, and air conditioning. Of this radio business, portables account for 30 percent of the total. In TV, portables account for 80 percent. With the firm's breakeven pegged at 18 percent of total sales (and an undisclosed dollar figure), portable radio at a 25 percent and portable TV at a 19 percent gross are thus making positive contribu-

tions to the firm's overall profit structure.

In its total orientation to the metropolitan market, Radio Clinic battles for sales in the neighborhood store pattern. Its market is limited—the upper West Side, bounded by 70th and 110th Streets, Riverside Drive and Central Park West. Here an estimated 200,000 prospects reside, 20 percent of them with incomes of \$25,000, another 20 percent with \$10,000, the balance, \$5-\$6,000.

Advertising Pays

To reach these customers Rubin and Baum stick to consistent advertising in local metropolitan papers serving the upper West Side. Four times a year they mail a 16-page folder to a 50,000 mail order list. Aside from that, Radio Clinic's partners concentrate on hard bargaining with suppliers and on the problems of pushing a basic three-pronged merchandising program.

This latter focuses selling on 1) profitable pricing, 2) realistic charging for service, and 3) concentration on fringe dollars. It involves the use of price leaders and minimum gross





THROUGH THIS Radio Clinic outlet at 2290 Broadway and a sister store at 98th and Broadway are sold 1,500 portable radios and 3,000 portable TV sets annually, the former at 25 percent gross margins, the latter at 19 percent.

margins on non-leaders; on a separate service scale of charges for portable TV as against portable radio; and on stepup selling, add-ons to the sale, and guarding against pilferage losses on portable merchandise.

Changing Times

Over and above that, Radio Clinic's operation reflects an acute awareness of the pressures of the market, and a flexibility to meet changing times.

Between 1933 and 1945, for example, the firm did 75 percent of its business in service, the balance in radio and record sales. Today only 10 percent of its total business is in service.

The close of World War II ushered in a greater emphasis on selling, when the firm added electric housewares and photographic equipment. At the same time it doubled an original 10-foot by 80-foot location at 2290 Broadway and switched to a larger 20-foot by 120-foot location at Broadway and 98th Street, all to broaden its selling.

In a major upheaval last year, it finally

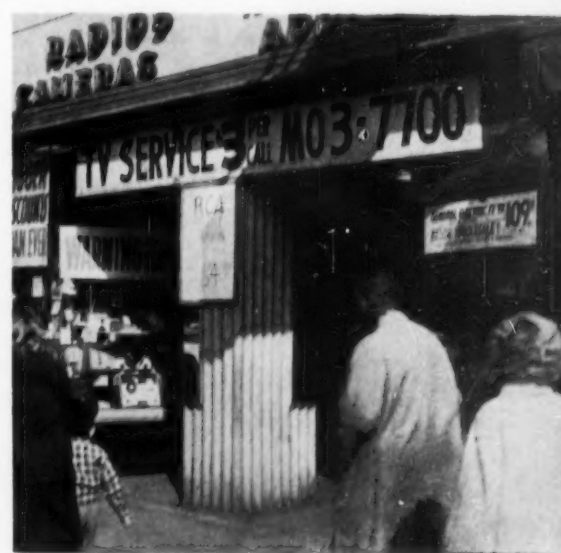
threw out a \$100,000-a-year record business because "it was too unwieldy from a space standpoint and too expensive in its demand for special buying and stocking skills." As a result, due to more economical use of space with radio, TV and other displays, business is running ahead this year by an estimated 23 percent.

This reflects an awareness that, as a "discount house offering service," Radio Clinic's owners temper growth with cost safeguards. The point is emphasized in plans for further expansion later in the year, when Rubin and Baum will double the 83rd Street location.

"But," says co-owner Rubin, "we won't put one-tenth the fixtures into the store that we put in during expansions back in 1945. We must try to decrease our percentage of operating cost in relation to sales. In other words, if it costs \$200 for us to do \$1,000 worth of business, we must try to do \$1,200 worth of business for the same \$200 in the future."

In their constant search for more business in portable radio and portable TV,

MORE▶



WINDOW FULL of bargains and a price bulletin board to feature a leader plug Radio Clinic in the eyes of upper West Side Manhattan customers as a portable radio and TV bargain center.

PORTABLES BY THOUSANDS (CONT.)

meanwhile, Rubin and Baum stick to these interpretations of their basic three-point merchandising program:

SELLING: "We use price leaders in both products, but we sell clean. We would rather give more than we promise than promise what we won't give. Salesmen compensated on a graduated scale, as ours are, naturally sell more profitable, high-end merchandise."

PRICING: "We hold off buying till we're absolutely certain we've got the best price. Then volume, allowances, and incentives—everything is calculated together to give us a low selling price, but representing profitable gross margins."

SERVICE: "As a discount house offering service, we still can't let customers make a doormat of us—not with margins constantly dwindling. So we charge for service, and scale it separately for portable TV and radio."

What follows illustrates these concepts.



"AS A DISCOUNT center offering service," says co-owner Leon Rubin, "we lump all buying advantages together for low prices, scale our service to today's margins, and sell with price leaders. Pushing hard on models at the higher end of the price scale gives us a healthy gross average."

How Radio Clinic Calculates Every Portables Profit Dollar

RADIO Clinic's formula revolves around (1) price leaders; (2) minimum gross margins of 20 percent on non-leaders; and (3) the pooling of all purchasing advantages to arrive at cost, from which selling prices are computed.

The goal is to offer customers attractive prices while still lifting gross margin.

Leon Rubin supervising all price sheet files, does all the calculating. Using printer-calculator, Rubin automatically computes his lowest per-unit cost on every unit. He does it by lumping together price advantages reflected in volume purchases, trade allowances on these purchases, and any unit incentive allowances. Since the firm computes gross margin in percentages on selling price rather than up from cost, all such cost figures first are used as a point of reference. Rubin must see to it that every margin assigned reflects favorable profit-

to-cost relationship.

Next Rubin assigns various portable models the role of leader and non-leader. Competitive pricing in the market can determine the role of each model. So can marketability. But portable radio margins will be pegged at from 15 to 32 percent, and portable TV from 16 to 24 percent.

To compute selling price on each model, Rubin then divides the reciprocal of each percentage figure into the cost of each unit. Suppose a radio's cost were \$25. This is the way its selling price would be derived if it were assigned different gross margins:

Gross Margin	Reciprocal	Cost	Selling Price	\$ Profit
15	85 Divided into	\$25	\$29.41	\$4.41
22	78 Divided into	25	32.05	7.05
27	73 Divided into	25	34.35	9.25
32	68 Divided into	25	36.76	11.76

If total unit sales are strong in low margin categories, it pulls average margins down. It is therefore imperative that Rubin and Baum focus sales effort on portable units with higher margins.

To this end all calculations made by Rubin are transferred to a Master Price Notebook. One on radios runs to 13 pages, lists some 500 models, about 65 of them portables. A similar book for TV lists about 30 portable sets, with all their vital statistics. In turn, all final prices and data indispensable to profitable selling is transferred to individual price tags which are tied to each and every set. It is then up to Rubin and Baum to watch the tempo of sales, and to inaugurate any price changes by models, and/or any special promotions. Otherwise, if sharp sales fluctuations were not compensated for, the calculated averages, of 25 percent for portable

CO-OWNER LEON RUBIN personally supervises all cost books. He computes margins on every portable, enters prices in a Master Price Notebook. Salesmen use master list as a final price reference.



EVERY PORTABLE BEARS A TAG, reflecting a selling price based on realistic margins. Other information necessary to a profitable sale is coded on the cards.



FAST PRICE CHANGES in portable TV make it necessary to figure margins in dollars, says Rubin. Dollar take ranges from \$12 to \$22. Every tag shows cost of \$5.50 for 3-month service contract.



radios and 19 percent for portable TV, might also fluctuate.

Practical Application

In portable radios, Radio Clinic has assigned Japanese models the role of price leaders.

"There are some people," says Rubin, "who, even if you stand on your head, you can't get to spend beyond \$15 for a radio. Japanese portables are ideal for this market. The sets are cheap and sound good."

Normally leaders reflect gross margins of about 15 percent. But Rubin is quick to show how some foreign models contradict this. On the sale of some of its Japanese portables at \$10.98, Radio Clinic is grossing 27½ percent, all based on a favorable cost advantage the firm enjoys from an importer, and reflecting a \$3 foreign battery sold with each set. In the stepups to \$15.98 and \$19.98 the margin rises to 29 percent.

Domestic portable leaders, on the other hand, start at \$15.98. Here gross margins stand at 10 percent, and, in the stepup to \$19.98, margins go to 12 to 14 percent.

(Similarly low margins are reflected in other types of radio leaders, such as transistors starting at \$31.98; clock-radios at \$13.98; table radios at \$9.98; and, in the same department, three-way phonos at \$12.98, auto-matics at \$29.98.)

Despite the use of leader models, average prices in portable radios range from about \$20 to \$50, according to Rubin. This includes popular transistor sets, where Japanese units are not a factor, primarily because "anyone paying \$34 for a transistor set prefers an American name brand."

Non-leader Averages

Every non-leader portable radio model at Radio Clinic starts with a basic margin of at least 20 percent. Sets by Philco, Zenith, G-E, Emerson, and Motorola on the firm's shelves, therefore, bear margins ranging from 20 to, in some cases, 32 percent. All Magnavox sets are sold at list price, primarily, as Rubin points out, "Because Magnavox effectively franchises and polices the sale of its merchandise among all dealers."

Putting various portables in perspective, Rubin claims price leaders from \$10.98 to

\$15.98 account for a meager three percent of unit sales, have an average 15 percent margin, yield \$2 to \$4 per unit. Though sales are good through the \$39.98 category, about 62 percent of sales are in the \$21.98 to \$27.98 range, have margins ranging from 20 to 32 percent, and yield \$3 to \$8 per unit. In addition, Radio Clinic sells about 500 transistor sets a year, for an estimated 35 percent of totals. Price range of these is \$31.98 to \$59.90, margins are 15 to 40 percent, and the return \$5 to \$20 per unit.

This is the way the sale of 1,000 portables would break down:

Type of Portable	% of Sales	Total Units (of 1,000)	Margin in %	Margin in \$'s
Leaders				
(\$10.98-\$15.98)	3	30	15	\$2-\$4
Average				
(\$21.98-\$27.98)	62	620	20-32	\$3-\$8
Transistors				
(\$31.98-\$59.90)	35	350	15-40	\$5-\$20

Thus on 1,000 portable radio sales, transistors might yield at least \$4,200 in gross dollars.

In addition, three sources of significant profit do not show up in this table. One is in batteries, never quoted in any of these selling prices. An additional profit of \$1.50 to \$2.50 comes from each sale involving batteries. Another is in transistor accessories. The average transistor sale, according to Rubin, is \$49.98. Earphones at \$6.95 and leather carrying cases at \$5 can yield an additional \$2 to \$3 profit. Forty percent of sales at Radio Clinic include these items sold as add-ons. A final source of hidden dollars lies in portables running to a peak \$90.

Portable TV Young

Rubin's model-by-model computations on portable TV are identical with portable radio, except that he calculates margins in portable TV in dollars rather than percentages.

Taking some quick estimates by machine on a few numbers, Rubin believes gross margins on his 17-inch sets range from 16 to 24 percent. There is very little gross on 8½ and 9-inch sets—a ceiling of 10 percent—and short

margins on 14-inch sets. It is the low margins on small sets which pull down Radio Clinic's average on portable TV to the estimated 19 percent, according to Rubin.

Meanwhile, dollar margins translated into the six brands carried by Radio Clinic has 17-inch sets selling from \$112 to \$154, 14-inch units from \$83 to \$119, with the bulk of sales in the \$117 to \$140 range. All Magnavox sets sell for list, the 17-inch for \$159.90, the 14-inch for \$149.90.

Unwanted Units

For five months before Christmas last year the 8½ and 9-inch sets were selling as price leaders in New York for \$79 and \$89. By early '57 this had dropped to \$69 for latest models, representing \$2 to \$3 above the best price for volume buyers. By mid-April this price slid to \$64.95. Now it's \$59.95.

"The public has shown it doesn't want these sets," says Rubin. "Consequently they are coming in from out of town through transshipping channels at from \$10 to \$25 below cost. They are used as leaders, with very few dealers intending to sell them. Dealers simply use them to bring in traffic, to get a crack at selling up. We're realistic enough to use these price attractions, too."

Significantly, however, Radio Clinic does a paltry one percent of total portable TV unit sales in 8½ and 9-inch sets. Ninety percent of sales are in 17-inch models, nine percent in 14-inch. With its dollar take ranging from \$12 to \$22 (plus higher list-price sales of Magnavox), better priced merchandise is what pushes average margins to an estimated 19 percent.

On 1,000 sets sold this is the way proportions by type of set might average out:

Type of Portable	% of Sales	Total Units	Margin in %	Margin in \$'s
17-inch	90	900	16-24	\$12-\$22
14-inch	9	90	10-15	8-15
8½ & 9-inch	1	10	10 max.	2-3

Thus the strong 17-inch sets might yield, on 900 sets based on an average \$17 per unit take, about \$15,000 in gross dollars. Meanwhile, leader 8½ and 9-inch sets might account for only \$30 (10 sets multiplied by a \$3 average take).

MORE ▶

DISPLAY OF RADIOS along a 20-foot wall area, with each set tagged for immediate price impact, is direct aid to sales. Co-owner Harry Baum at 98th St.-Broadway store has wide selection of portables, lower right and upper left, to demonstrate to this customer.



TRANSISTOR SETS Baum is showing a customer, decorate a counter showcase in both stores of the chain. Wide selection of transistor portables are kept under glass at high-traffic spots in each in order to cut opportunity of pilferage. It also gives the sets prominence.





SEALED CARTON selling is sometimes costly to customers, so Radio Clinic breaks open every portable, radio or TV, to be fair to customers. "They shouldn't be charged for sets that are inoperative next day," says Rubin.

PORTABLE SALES BY THE THOUSANDS (CONT.)

LOW PORTABLE TV margins forced Radio Clinic to charge for service. Here salesman Ike Kamness emphasizes the policy of the house—an optional \$5.50 3-month service contract, or normal factory warranty coverage, less labor, and \$4.95 for each repair up to three months.





"FOR TWO WEEKS," says Baum, "every portable TV purchaser gets two-day priority service. After that two to five-day service becomes standard." This is primarily to keep the 10-man, four-truck service department in the black. Realistic service charges are geared to costs.



SMALL SERVICE card records register radio data at each store, but to keep tabs on portable TV contracts a central file is maintained in the separate service department. "We want to give the customer everything he's entitled to," says Harry Baum, "without becoming a doormat."

How Radio Clinic Scales Service to Portable Margins

ABOVE the doorway at Radio Clinic's 2290 Broadway location hangs this bold message: "\$3 Every Service Call—Call MO 3-7700." A similar sign hangs in front of the 98th Street store. Both drive home to the public that Radio Clinic supports its sales with service.

But Rubin and Baum scale their service to the realities of present day margins. They offer customers distinct packages on each product, one for portable radio, another for portable TV.

All portable radios, for instance, are unconditionally guaranteed for three months. After three months normal repair charges apply. That means radio service must come out of the 25 percent gross margin. On the other hand, the 19 percent margin in portable TV is free and clear of service. Rubin and Baum have seen to that by selling portable TV contracts.

All Spelled Out

To start with, at the time of sale every customer is made aware that he is entitled to a factory warranty of one year on the

picture tube, 90 days on other tubes and parts, and that labor is not included. So that there can be no misunderstanding, Radio Clinic stamps every sales slip with this legend:

FACTORY WARRANTY

Picture Tube 1 Year

Other Tubes and Parts 90 Days

LABOR NOT INCLUDED

For anyone who wants it, Radio Clinic offers a store contract for three months at \$5.50 extra. Every portable TV set price tag bears the additional information to simplify selling this extra. The \$5.50 contract is sold with approximately 75 percent of the 14 and 17-inch portables.

Non-contract portable buyers, on the other hand, pay a flat \$4.95 for each repair up to three months. Thereafter, every customer pays the shop rate of \$5 an hour. House calls cost \$3 the first half hour, \$2.75 the second, \$5 an hour thereafter. Contract holders and non-contract holders must bring sets to the store for repair. Service delivery and pickup cost \$5 additional.

Speed of service at Radio Clinic is carefully regulated so that the cost to run a staff of four benchmen, a service manager, four outside men, a clerk, and four trucks cannot get out of hand.

Service Priority

Within the first two weeks, therefore, any portable TV purchaser, contract holder or not, gets a priority of two-day service. After two weeks, two to five-day service is standard. Simple three-by-five-inch cards are kept at the sales counter of each store for all portable radios. On portable TV more elaborate records, showing every purchase and every service call, are kept in a master file at the service department.

At present portable TV service is running 10 percent of all service, which includes TV, radio, and electric housewares. Rubin expects this may jump to 50 percent within a year.

"That's why it must be watched closely," he says. "With margins down at 19 percent (compared to radio's 25 percent) servicing on TV portables must stand free and clear of sales."

MORE▶



INCENTIVE compensation means that every Radio Clinic salesman shoots for more remunerative high-end sales. Salesman Al Lisagar is showing this customer a portable leader but will move into higher bracket.

PORTABLES BY THE THOUSANDS (CONT.)

How Radio Clinic's Selling Concentrates on Extra Dollars

"WE sell clean," is the way Rubin and Baum characterize their selling at Radio Clinic.

What they mean is that every customer clearly knows what he is entitled to for the money he is spending. No salesman is permitted to depart from what is considered the policy of the house.

Simply stated, this is to (1) offer attractive leaders but bear down on higher-priced categories, and (2) to draw a fine line on what

goes with the sale and what does not.

All the calculations of Leon Rubin would go for naught if his price information were not put into convenient reference form for salesmen. At Radio Clinic every portable is tagged, but in depth. In other words, price tags not only bear the selling price, but also coded information necessary to a profitable sale. In the case of portable TV, of course, each set is marked "Three-month store service contract—\$5.50 extra."

"If a customer comes in for a specific type of portable radio," says Leon Rubin, "that's what he's going to buy, and at a bargain. But it's part of salesmanship for a salesman to get a customer to buy what he is capable of buying."

By using a sliding scale form of compensation, based on salary, commission, and PM's, Radio Clinic encourages salesmen to sell what they make the most money on by letting them participate in the profits. Rubin

ANTENNAS at \$4.95 and TV tables at from \$5.95 to \$15 are not the only source of extra dollars. Radio Clinic charges for delivery. If this customer chose to have his merchandise delivered it would cost \$3 extra.



MAGNAVOX merchandise is sold at list price. In the case of transistor radios, not only Magnavox but other sets yield \$2 to \$3 in extra profits through ear pieces and leather carrying cases sold with 40 percent of sets.





SALESMEN are kept informed as to every incentive change on every portable radio or TV model. Here co-owner Baum seizes an opportunity to pass on vital selling information. Daily and weekly briefings are standard.

and Baum see to it that through showroom tagging, daily word-of-mouth instructions, regular meetings between managers and salesmen, and bi-monthly meetings between owners and managers, the latest pertinent merchandising information gets to all salesmen.

Radio Clinic's owners have drawn a fine line on service. In selling, the seven salesmen in each store, working a 5-day, 44-hour week either 9 am to 6 pm or 12 noon to 9 pm daily, have only to put the policy into effect. In no case do they sell a set in a sealed carton. They open both portable radios and portable TV and test each before any set leaves the store.

On delivery, a flat \$3 charge is another extra which salesmen sell as a basic policy

of the house. There are no exceptions.

On the other hand, accessory sales offer salesmen a crack at add-on sales, particularly in the case of portable TV. About 65 to 75 antennas move a month at Radio Clinic, all tied to portable TV sales. These are priced at \$4.95. TV tables priced from \$5.95 to \$15, also representing substantial margins, sell in about 25 percent of the portable transactions.

While providing the stimulus for salesmen to bring in extra dollars, Rubin and Baum show a keen awareness for extra dollars, in watching that they are not frittered away. It's reflected in their announced intention to maintain adequate but not gaudy fixtures, in not expanding the sales force out of line

with costs. But more physical evidence of the partners' sensitivity to extra dollars are two turnstiles, one in each store. Each is put strategically near the entrance, opposite the cashier. When either store gets crowded, and the pilfering hazard heightens, incoming customers must pass through one turnstile, forcing outgoing customers to pass the cashier. The turnstiles shut off any dollar drain in stolen merchandise, a not uncommon loss hazard.

In such small ways, and in larger basic pricing and selling concepts, Radio Clinic is making every sales dollar count in its sale of more than 4,500 portable units a year—3,000 portable television sets and some 1,500 portable radios. *End*

EVERY BATTERY SALE like this being made by salesman Carl Fisherman yields Radio Clinic from \$1.50 to \$2.50 in extra profit dollars. All portable radio margins and selling prices are less batteries.



HANDLING A HIGH PERCENTAGE of traffic items, Radio Clinic is particularly vulnerable to pilferage. To prevent crippling losses through theft during crowded store hours, the firm uses turnstiles to control store traffic.



MAJOR APPLIANCE SERVICE

EDITOR'S NOTE: Preceding articles in this series were *How to Get Started* (Oct. '56), *Repairing Conventional Washers* (Nov.), *Repairing Automatic Washers* (Feb. '57), *Repairing Rotary Ironers* (March), *Repairing Electric Clothes Dryers* (May), *Repairing Electric Ranges* (June), and *Repairing Vacuum Cleaners* (August). Tear sheet copies are available while they last. Write Editor, Electrical Merchandising, 330 West 42nd Street, N. Y. 26, N. Y.

By P. T. BROCKWELL, JR.

8. Repairing

Mechanically, most units have pretty much the same operating principles. That's fortunate because the woman accustomed to the convenience of a dishwasher isn't disposed to wait several days for service during which she must revert to hand washing.

BY no stretch of the imagination can you place dishwasher service calls in the same priority group as those for refrigerators, freezers, and ranges. Yet, once a woman has enjoyed the advantages of machine dishwashing she abhors the thought of reverting to the old method, even for a day or two, where she must either fiddle with rubber gloves or chap her hands in the hot water. So to stay out of hot water yourself, it is a good idea to respond to dishwasher calls the same day they are received—except, of course, those which come in unreasonably late in the afternoon.

And since you can neither predict how many emergency calls of all kinds you will receive nor estimate accurately how much time each job in a day's assignment will take, your daily work schedule should be somewhat flexible. That is, you should have a few calls on the bottom of the heap which could be deferred if necessary. They would include minor troubles which do not disable the appliance and faults of any kind in appliances used but once a week.

So much for the *when* of dishwasher servicing. Here's the *how*.

Components and How They Operate

Though a few manufacturers employ somewhat different mechanical methods to achieve the washing action, the fundamental operating principle of all domestic electric dishwashers is virtually the same. Hence, we can avoid confusion in this discussion by sticking to the one design which is common to many machines, both old and new. (See Fig. 1.)

Basic Operating Parts. These include the motor; a powerful impeller, centered in the

tub bottom, which usually is driven at the same speed as that of the motor; a water-tight tub cover; the draining and filling apparatus (some models are gravity drained, others have a pump); the dish racks; and a basket for silverware. Controls will be discussed under a separate head.

The Dishwasher in Operation

Hot water, to which detergent has been added, is hurled upward by the impeller. Thus, if the dishes are racked properly—their soiled sides angled downward—the primary impact of this torrent is concentrated where it is most needed. A secondary washing action, an intense flushing, follows as the water rebounds after striking the cover.

In addition to the several rinses which follow the washing cycle, most machines are so designed that one precedes it. This pre-rinse serves a double purpose in that it not only flushes away small food scraps which were not scraped off the dishes, but also draws from the lines enough water to raise its temperature to the maximum afforded by the house water heater.

Quite obviously, an ample supply of hot water is essential for good results and for that reason water for a dishwasher is taken from the hot water line only. Some machines have been produced with a built-in booster (heating) tank which will assure the desired maximum water temperature in the dishwasher even when it is connected to an inadequate water-heating system.

When water for the last rinse has drained, the dishes will dry in their own heat if the machine's cover is opened or if it is otherwise vented. In many models, however, you will find a heater which speeds this drying action.

Controls in General

On a nonautomatic, these may comprise nothing more than a drain valve and an on-off switch. This machine will do all the heavy work, but the user must manipulate the controls herself. A water-level gauge enables her to measure the water accurately.

At the other extreme of convenience is the fully automatic dishwasher which requires no attention from the user after she has started it and added detergent. Semiautomatics are quite popular, too.

Automatic control has its nerve center in the cycle timer. Here, various switches are opened and closed by the timer cam to energize or shut off the individual control circuits for filling, draining, heating, and the like. Many of these timers are similar to those used in automatic clothes washers; another type is built onto one end of the dishwasher motor and is driven by it. The latter is capable of actuating certain control mechanisms directly; as, for example, the detergent cup, the drain valve, and the cover latch.

It is extremely important that no more than the right quantity of water be admitted to a dishwasher, for an excess would overload the motor. Hence, an accurate metering device is essential in automatics. In one style, a low-resistance solenoid is interposed into one pole of the motor circuit and is used to actuate a water-level control switch. This is how that mechanism operates: First, let us assume that this model uses nine pints of water. Now, since the degree of magnetism produced by this solenoid will vary proportionately with the load imposed upon the motor, the solenoid's armature may be pre-

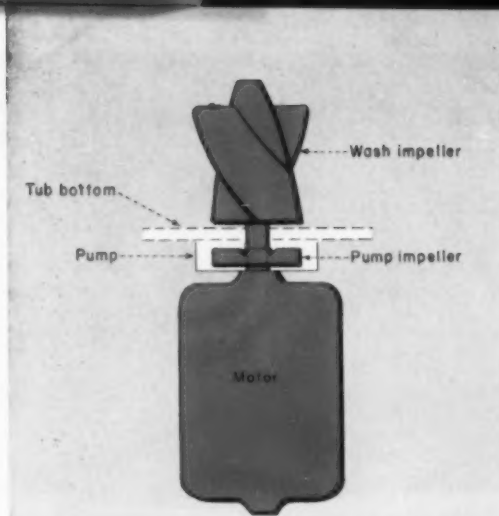


FIG. 1. This sketch illustrates the simplicity of one type of dishwasher's basic machinery. Such a compact arrangement, with some modification, is used by a number of manufacturers. As explained in the text, many models are gravity drained and hence do not even require a pump.

Dishwashers

cisely adjusted so that it will open the water-level control switch when the current drawn by the motor reaches the value that a nine-pint water load would impose. (See Fig. 2.)

Another method of water-measuring is by time. In this, the intake valve, which may be used on water-supply systems of unusually high or low pressure, will deliver a specific quantity of water per minute. Thus, the duration of the "fill" periods called for by the cycle control determines how much water will enter the machine.

Other Features

If you were to open a dishwasher while it is washing or rinsing, it would eject every drop of its water through that opening before you could say "whoops!" To prevent such a messy mishap, virtually every machine is equipped with an interlocking device between the operating control and the opening mechanism which makes manual opening impossible while water is in the dishwasher without first shutting it off. The same device also makes it impossible to start the machine while it is open. (See Fig. 3.) Most automatics have a spring-loaded opening mechanism whose latch is tripped by the cycle control at the beginning of the drying stage.

And, so that the user may prepare the dishwasher for a full period of operation in one step, the detergent cup of an automatic will be emptied at the proper time, also by the cycle control.

Many machines have some kind of "bleeder" to prevent excess water from accumulating in the tub and subsequent damage in the event of intake valve failure—such as seeping while the machine is idle or hanging open at any time. In one type "bleeder", the drain valve—which is a plug in the drain hole, actuated by levers from below through the waste pipe—is fitted with a "chimney" which reaches to the water level, and through which excess water can pass freely through a closed drain valve and into the waste pipe. Other arrangements of

this feature are similarly simple in principle though they may differ in design.

A heater is used in some models only to speed the drying action; in others it remains on during the entire period to maintain a suitably high temperature of the tub and its contents.

If you are familiar with the servicing methods for the appliances hitherto discussed in this series, the mechanical work on dishwashers should give you no trouble. But you will save time in tracing control-circuit faults if you study first the wiring diagrams in the service manuals for whatever models you intend to repair.

The generalized servicing suggestions which follow will enable you to get the "feel" of dishwasher servicing and pave the way for subsequent study of one or more specific makes.

Servicing the Dishwasher

First things first . . .

Before you attempt to repair a dishwasher in a customer's house, learn how to remove and replace the dish racks deftly. For if you appear to struggle with this elementary business—even though you understand the mechanism from A to Z—the customer may snatch the rack from your hands and say, "Here—let me show you!" Spare yourself such embarrassment by practicing "off stage" on the models you will handle.

Will Not Start. In dealing with "silent nonstarters", keep in mind that most dishwashers cannot be started until they are closed. After such an obvious detail is taken care of, the next step is to locate the open circuit with a minimum of disassembling. To that end, begin by checking the fuse (and the cord set in portables) to make sure that power is reaching the machine. If it is, you'll have to expose the control connections and possibly some of the interior wiring in order to test from one point to another. For machines which are wired-in and/or grounded (through the plumbing or otherwise), use a pigtail test lamp and begin at the most

(Continued on page 116)

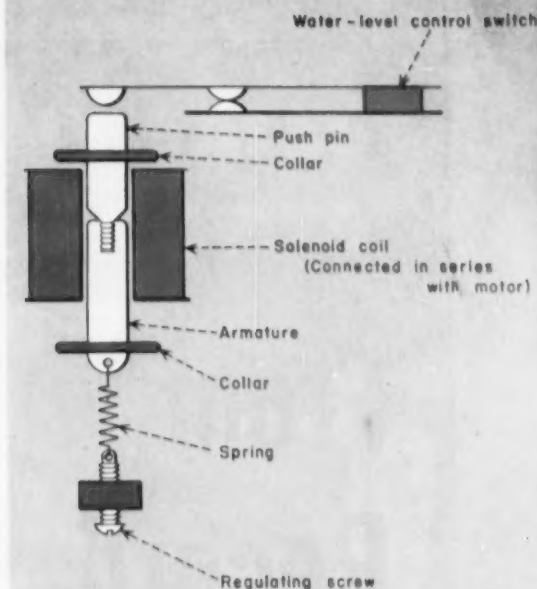


FIG. 2. One type of water-measuring device. Since the degree of magnetism in the solenoid core varies proportionately with the load imposed upon the motor, the spring may be precisely adjusted, through the regulating screw, so that it will permit the armature to rise and thereby open the water-level control switch as soon as a specific quantity of water has entered the tub.

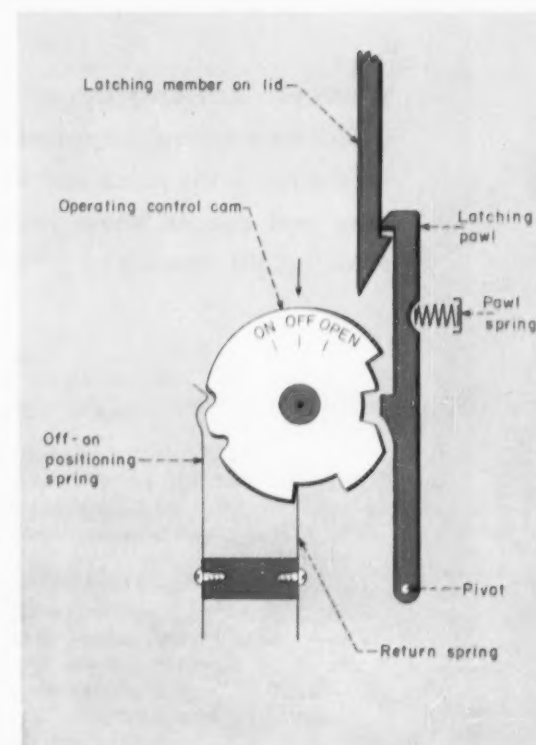


FIG. 3. This sketch illustrates the principle of one kind of interlocking device between the operating control and the opening mechanism. Note that the operating control cam must be turned to OFF before it can be turned to OPEN. Also, when the machine is opened, the nub at the center of the pawl will slip into the deep notch in the cam thereby making it impossible to turn the dishwasher on. The flat spring at the lower left assures positive positions of the dial for OFF and ON; the one at the lower right (return spring) renders the OPEN position a momentary movement.

From Record Shop to Hi-Fi Store

When the A. Harris Co. added hi-fi to its Dallas record shop, it applied education and promotion until personnel knew the business and people knew the store. Result: sales up 40 percent

THE A. Harris Co. of Dallas, Texas, a large department store, got into the hi-fi business the slow way.

The idea was to convert part of its record shop into a hi-fi store and get more hi-fi business. However, few salespeople knew much about hi-fi and even less about what customers wanted.

So record shop manager Vince Land started small. Over a period of a year he visited successful high fidelity merchandisers over a wide area of the nation, found out how they did it. Then he started imparting this knowledge to his own salespeople.

By September, 1956, Land was ready for his first effort—a "Back to School" promotion that tied in with other departments of the store. This, partly because Land was still unsure of customer preferences, featured low-end models of V-M hi-fi phonographs. As a result of the campaign Land discovered three things: (1) people were interested in hi-fi, (2) they were willing to buy high-end models, and (3) thought most hi-fi was overpriced.

To take advantage of the first two and to compensate, in part, for the third, Land stocked a range of units at all price levels and started an educational promotion consisting of a three-day hi-fi demonstration in the auditorium of Harris' suburban store. "We thought," says Land, "that immediate sales would be our best talking point. We worked hard to sell during this demonstration program and we ended up with a better than \$3,000 volume." Both Capitol Records and the local V-M distributor provided some of the necessary help to make this promotion a success—full-line folders, display material and sales aids. Dallas radio station KIXI furnished a binaural demonstration tape and both it and TV station WFAA-TV plugged the promotion. Prize drawings for a tape recorder and a record collection drew some 1,000 visitors.

Land's next step was to tie-in with the Dallas Hi-Fi Show during the Christmas season. And it was at this point that the record department was remodelled into a hi-fi store. Land couldn't take advantage

of the hi-fi show if his department didn't look like hi-fi headquarters. So he tore out six listening booths and installed groupings of both hi-fi packages and component parts, then, because space was still too limited to permit large crowds, he invited manufacturers' representatives who were in town to attend the hi-fi show to visit the store the night before the show opened. As a result, says Land, "when hi-fi show visitors asked where they could buy hi-fi, A. Harris was recommended by representatives of those lines we carry"—which include V-M, Ampex, Beriant-Concertone, Fisher, Frazer-May, Garrard, G-E, Lansing, McIntosh, and Pilot.

To further extend this interest to the consuming public, Land took substantial space in a special December hi-fi section in the Dallas Morning News.

All of Land's promotional efforts have paid off. In the final quarter of 1955, before he started his program, his department sold about \$22,000 worth of phonographs. During the same period of 1956 sales went ahead by a thumping 40 percent. *End*



BEFORE CONVERSION store looked like this. Phonographs and hi-fi units got little space, haphazard display, but company started its hi-fi promotion before any physical remodelling of displays was undertaken.



AFTER REMODELLING hi-fi units got a much larger share of space formerly occupied for records, also got a special listening room where prospects could hear high-priced merchandise, select components.

it's **Quaker**

For VOLUME SALES & BIGGER PROFITS in 1957

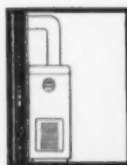
Quaker offers a tremendous selection of models to meet the demand of every customer — at the right price! Line up with Quaker in '57 and see how fast it sells . . . at a big profit to you!

NEW! *Quaker* Flush-to-Wall "SPACE SAVER" OIL HEATER DELIVERS RIGHT DOWN-TO-FLOOR LEVEL HEAT

Nothing like this "Space Saver" on the market today! Obsoletes all existing home heaters! Automatic operating "Warm Floor" blower—air flow adjustable to every comfort need. "Safe-T-Cool" cabinet design saves 50% on floor space. Advanced louver arrangement increases heat circulation.



Do your customers' heaters look like this?



What a difference "Space Saver" makes!

THE NEWEST, HOTTEST, MOST
COMPLETE LINE OF OIL AND GAS
HEATERS IN THE INDUSTRY!



Model 6410T.
Maximum capacity: 65,000 BTU per hour.
Height: 42" Width: 36" Depth: 30"

NEW! Invented Wall Gas Heater at **NEW!** LOW PRICE!

This new 28" "Cool Cabinet" Wall Gas Heater makes all free-standing heaters old-fashioned. Now in *two* sizes: the new 28" and the original 48". Years ahead design and selling features at remarkably low price. Sells on sight! Your customers save money — you make money!

Model SWC-250. Maximum capacity:
25,000 BTU per hour. Height: 28" Width: 20" Depth: 7"

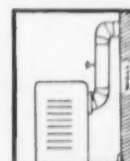


ONLY *Quaker* HAS
THESE EXCLUSIVE FEATURES

- Hangs on wall like a picture
- 20-Year Guaranteed super-efficient "Deep Port" Burner
- 20-Year Guaranteed porcelain heating chamber
- Extra Cool Super-Safe cabinet
- Super Circulation



Quaker Wall Heater hangs on the wall



Ordinary heater wastes floor space

Quaker HAS MORE TO OFFER DEALERS!

1. Most complete oil and gas heater line in America.
2. A competitive, yet profitable price structure.
3. Hard-hitting local promotions keyed to your store.

QUAKER MANUFACTURING CO.

Heating Division of Florence Stove Co.
1147 Merchandise Mart, Chicago 54, Ill.

Quaker Manufacturing Company
Heating Division of Florence Stove Company
1147A Merchandise Mart, Chicago 54, Illinois

Send me the BIG PROFIT story on Quaker oil and gas heaters.

COMPANY _____

YOUR NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



REVOLVING SHELVES. A simple touch puts all foods at your fingertips. Another touch adjusts shelves up or down to accommodate a bulky turkey or a flat pie.



BIG, ROLL-OUT FREEZER. Up to 175 pounds of frozen food glide out toward you at a gentle touch, just like a filing cabinet. Four nylon rollers let the freezer roll out silently and smoothly.



NEW "STRAIGHT-LINE" DESIGN. Refrigerator fits flush with walls and cabinets. New filtered, forced-draft condenser system is at bottom of refrigerator, eliminates coils on back of cabinet.

Sell the best selling-features in the business . . . Only General Electric gives you all three!



MODEL BH-15. General Electric Refrigerator-Freezer. Other "Straight-Line" models: BH-13, also BH-12 with freezer at top. Available in Mix-or-Match Colors and white.

Here they are, the three most demonstrable features in any refrigerator line . . . every one a General Electric "first" and a major sales advantage for the retailer.

Out on selling floors all over the country, these features are stopping the shoppers.

In fact, today's biggest, single selling-feature in refrigerators is General Electric's exclusive revolving shelves. And General Electric dealers have already sold more than a million General Electric Refrigerators with revolving shelves.

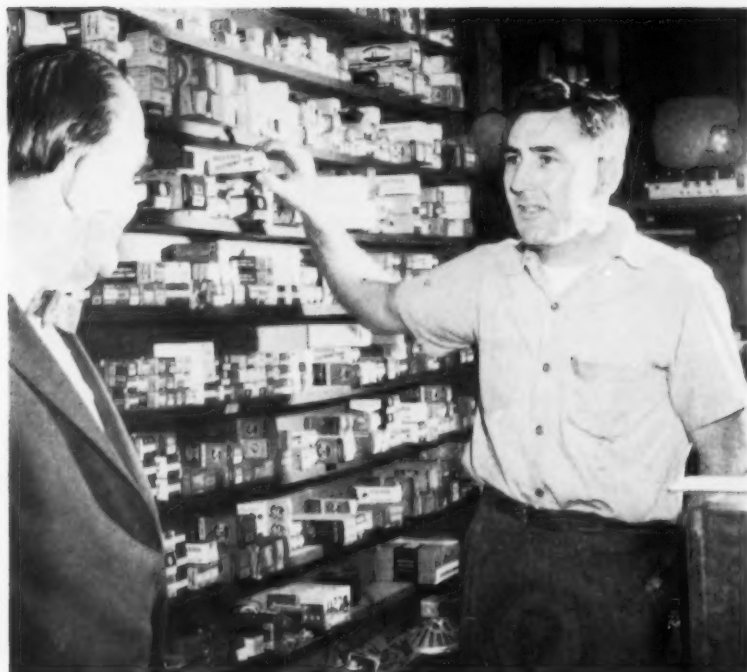
Extensive national advertising is dramatically spotlighting the new General Electric Refrigerators, pointing up the ease, convenience and beauty value of these important features.

... PLUS THESE GENERAL ELECTRIC CONVENIENCES!

- Magnetic Safety Door
- Revolving Vegetable Bins
- Adjustable Door Shelves
- Mini-Cube Ice Trays
- Automatic Butter Conditioner
and
- General Electric Dependability!

Progress Is Our Most Important Product

GENERAL  ELECTRIC



BIG ADVANTAGE of the tube business, says dealer John Maulding of Eagle Radio, Chicago, is that they occupy little space and are consistent sellers.



CHECKING tubes with a tester is a relatively simple operation, says Harry Allen of Allen TV, Glenview, Ill. Testing requires three minutes.

THE TUBE BUSINESS NEVER GOES BAD

The average dealer sells enough tubes each year to completely retube from six to 10 percent of all the TV, radio and hi-fi sets he's sold in previous years

WHEN business is bad, Harry C. Allen never fears that Allen TV, Glenview, Ill., will have any falling off in its tube business. He carries a \$2,000 inventory of tubes and turns it five times during the year. While May is a poor month and there is a lag in the summer, the business stands up surprisingly well during the year.

The thing that scares most dealers away from radio and TV tubes, he says, is the fear of an inventory of a lot of odd numbers that never move.

110 Types of Tubes

The inventory thing is actually simple. The average dealer, according to E. Bruce McEvoy of Sylvania Electric Products Inc., carries from \$750 worth to \$1,500 worth of tubes. There are 110 types of tubes, of which 50 are steady movers, and 35 are slow movers.

The balance are what he calls "odd balls," and are usually only ordered when needed.

About 80 percent of these tubes are for television. Very few dealers are selling transistors as yet.

All this is on the credit side. On the liability side is the fact that from 5 to 8 percent of new tubes are inherently defective or go bad within 30 days. While virtually all manufacturers make the same kind of tubes, the average dealer usually carries two brands because one manufacturer may be out of stock just when he has to have a tube fast.

By and large, the same tubes are used all over the country, although one particular tube, such as the 6AF4, is kept busy in very high frequency areas, and has no employment in others.

In color television, there are about five specialized tubes, but so far few retailers stock them.

In figuring out what he should carry in inventory the dealer can get a lot of help from his tube distributor, who usually has a small, specialized operation. The distributor knows the proportion of radios in the community, and if any of the models take special tubes he will be glad to inform the dealer. In fact, many city dealers have no trouble with their inventory at all as the distributor's man calls once a week, goes over the tube stock, and tells the dealer what he needs.

How to Figure Tube Business

According to Frank Mansfield, research director of Sylvania Electric Products, Inc., you can estimate the amount of tube business there is for you by assuming that 6 percent of the radios and television you have put out during previous years will come up for a complete set of new tubes every year. With the coming of hi-fi, you can increase this number to 10 percent.

Because people have a great habit of coming back for tubes to the store where they bought their radio, television or hi-fi, tubes provide steady business if there is any conscientious attention paid to them.

In fact, shopping for tubes is an exception. One dealer, John M.

Maulding of Eagle Radio, Chicago, tells of a customer who came in to have his tubes checked with a mail order catalog peeking out of his pocket. Eagle Radio charges 10¢ a tube for checking if the customer does not intend to buy replacements from them. However, the business of charging for checking tubes seems to be passing. It is believed by the experts that only 10 to 15 percent of the customers bring in their tubes for checking anyway, and the balance are checked in the home by the man going over the set.

The Tube Tester

There are about 50 brands of tube testers on the market, of which there are ten that are widely used. Tube testers check the filament and give the mutual conductance. It is the guess of experts that about 40 percent of the rejected tubes sent back are still workable.

There seems to be no difficulty in teaching help to operate a tube tester. You will find around eight settings on the machine. The clerk using it reads the number on the tube and sets the tube tester to correspond. It takes about three minutes to check one tube. The efficient way of testing

(Continued on page 126)

THE BIG NEWS COMES FROM YOUNGSTOWN KITCHENS

A new way to sell kitchens and

YOUNGSTOWN KITCHENS
"by-the-yard" sales plan
helps you sell more units!

**Customers buy complete kitchens...
and units to fit their wall-measure!**

**NATIONAL ADVERTISING SETS THE
THEME...** Full color ads in leading magazines
sell the new "By-The-Yard" kitchen...stress econ-
omy of new "Add-a-Unit" plan...make every home-
maker a prospective customer for you!

TIE-IN WITH PROMOTION, DISPLAYS
...really sell kitchens! Stock, Feature, Display the
Youngstown Kitchens beautiful decorator-planned
colors. Ask customers to measure kitchen walls...
suggest the ideal size sink and cabinets to fit their
footage and budget. Sell one unit today...matching
units tomorrow. It's the ideal way to "trade-up"!

**FREE store display material available
to Youngstown Kitchens Dealers.**

Ask your Youngstown Kitchens distributor
about it today.

**NOW YOUNGSTOWN KITCHENS DEALERS
CAN OFFER CUSTOMERS
NEW EASY CREDIT PLAN:**

Check your Distributor for full information on new a.b.c. plan that en-
ables you to offer any Youngstown Kitchens unit for No Money Down...
36 months to pay!

A YOUNGSTOWN KITCHEN...THE HAPPIEST ROOM IN THE HOUSE!

Quality Protects Your Investment -

AMERICAN-Standard *Quality Is Available At No Extra Cost*



1

**...SELL THE BASIC
YOUNGSTOWN KITCHENS UNIT**



Youngstown Kitchens

DIVISION OF **AMERICAN-Standard**
WARREN, OHIO



make profits "by-the-yard"!



2

...SELL THE DISHWASHER
AND CABINETS TO MATCH

3

...SELL ADDITIONAL CABINETS
AND COOKING CENTERS

For complete details see your Youngstown Kitchens Distributor or mail this coupon today:

YOUNGSTOWN KITCHENS, Dealer Dept. EM-9, Warren, O.
Please send me complete details on how I can become a
Franchised Youngstown Kitchens Dealer.

NAME: _____

STORE NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____



TYPICAL of some 5,000 dealers who sell humidifiers is Skokie Electric of Glencoe, Ill., which displays about five models and does little advertising, but sells approximately 40 units a year.

Why Moisture Makers Sell at List

Dealers who sell humidifiers say they have a good thing. Because customers are people with health or furniture problems, the demand is sure. And every \$60-100 sale returns its full 33-38% gross profit

By TOM F. BLACKBURN

A kettle over the fire blowing plumes of steam in to the air for the benefit of a baby with croup is probably the oldest and best remembered form of the use of humidity in the home.

Some kind of respiratory trouble is what usually makes a family a prospect for a humidifier, accounting for 80 sales out of 100. The remaining 20 purchases are due to the harmful effects of hot, dry air on expensive furniture and musical instruments.

No Discounting Here

Although there are eight makes of humidifiers listed in *ELECTRICAL MERCHANDISING'S* Classified Directory, and the appliance has been in existence as an appliance for at least 25 years, the saturation of the market is virtually nil. Dealer attention is being attracted to it by the fact that it is a device which so far has escaped the attention of discounters. The merchant who sells it gets a discount of from 33 to 38 percent and does not give anything away on a trade-in. Virtually all of them are sold on a cash down, or at best, a 90-day basis.

The reason lies, as we have said, in the fact that the doctor has told the family that moisture in the air is needed in the home. First recourse is to the drugstore for an inexpensive, vaporizer-type device which usually does not do the job. Whereupon, the family goes shopping for a real humidifier, and is prepared to pay the price for a unit which will be used both curatively and preventively. There are three general types:

1. Furnace-operated humidifier which hooks onto hot air furnaces and employs the blower of the furnace to scatter the humidity about the house. This type accounts for about 25 percent of total sales.

2. Small humidifiers, usually consoles, which are placed at strategic locations in the home and can be either hooked into the cold water supply with copper pipe or filled manually. (Plumbing units with floats add about \$10 to the retail price.) These types run about 2 or 3 percent of the total.

3. Portable types, which have to be filled manually, can be moved if desired and which take care of three rooms or more. (Since humidity spreads through the air, the effects

of a humidifier can only be confined to one room by closing it off.) These constitute 72 to 75 percent of the total.

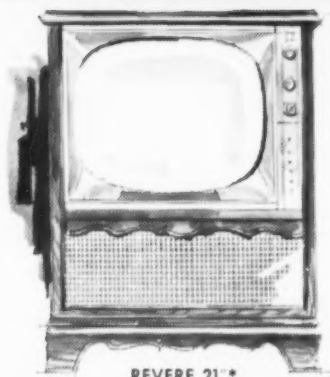
Dealer Experience

The Skokie Electric Co., Glencoe, Ill., has had about 20 years experience selling humidifiers because Alex J. Smith, who founded the business in 1919, took on humidifiers to get out of the rat race in popular major appliances. He was one of the first Bendix automatic washer dealers in the country, but when this was written, his store, Skokie Electric, carried only samples of RCA color television, refrigerators and laundry equipment. The store gets 30 percent of its volume from electrical repairs, 20 percent from wiring, and the balance of its business is done in fringe items like lighting fixtures (which cover the ceiling) light bulbs, radio and small appliances. Glencoe, a wealthy town, has more than its quota of citizens who have their firm's purchasing agents buy for them wholesale. Skokie Electric side-steps this situation.

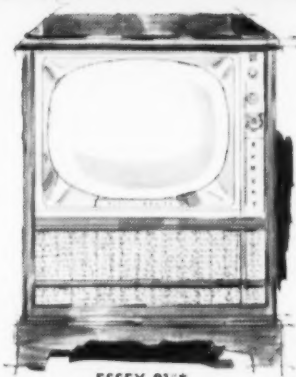
While it is possible for Mr. Smith to take
(Continued on page 130)

tune 'em!

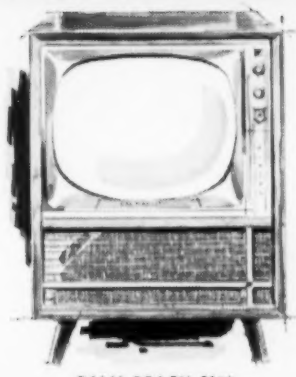
* Every Du Mont tunes automatically! You'll say it's DEFT—Du Mont Electronic Fine Tuning



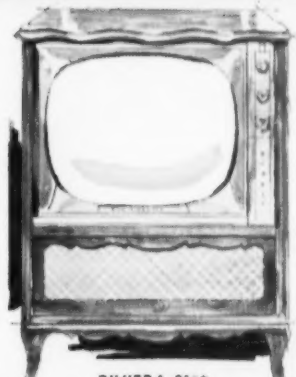
REVERE 21"*



ESSEX 21"*



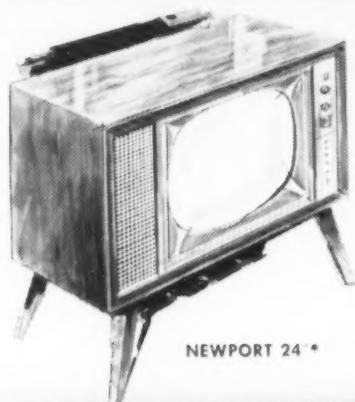
PALM BEACH 21"*



RIVIERA 21"*

test 'em!

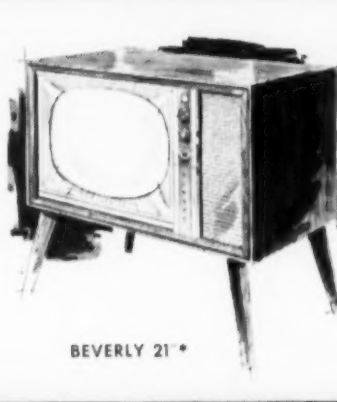
* Feature for feature—dollar for dollar—you can't beat Du Mont's powerful, service-free performance!



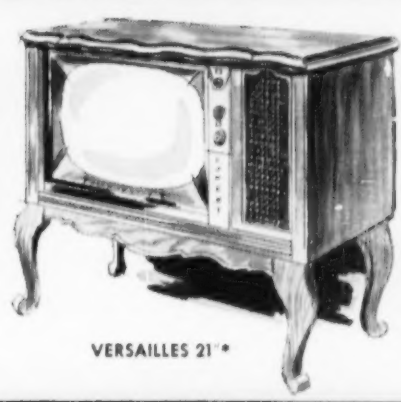
NEWPORT 24"*



CHATHAM 21"*



BEVERLY 21"*



VERSAILLES 21"*

tap 'em!

* They're all WOOD! All WONDERFUL! Authentic decorator designs wed to hard woods! Genuine walnut! Genuine limed oak! Genuine mahogany!

You can't top 'em in '58!

IN QUALITY OR IN PROFIT!



SHERWOOD 24"*



WESTMINSTER 21"*

*Over-all diagonal measurement

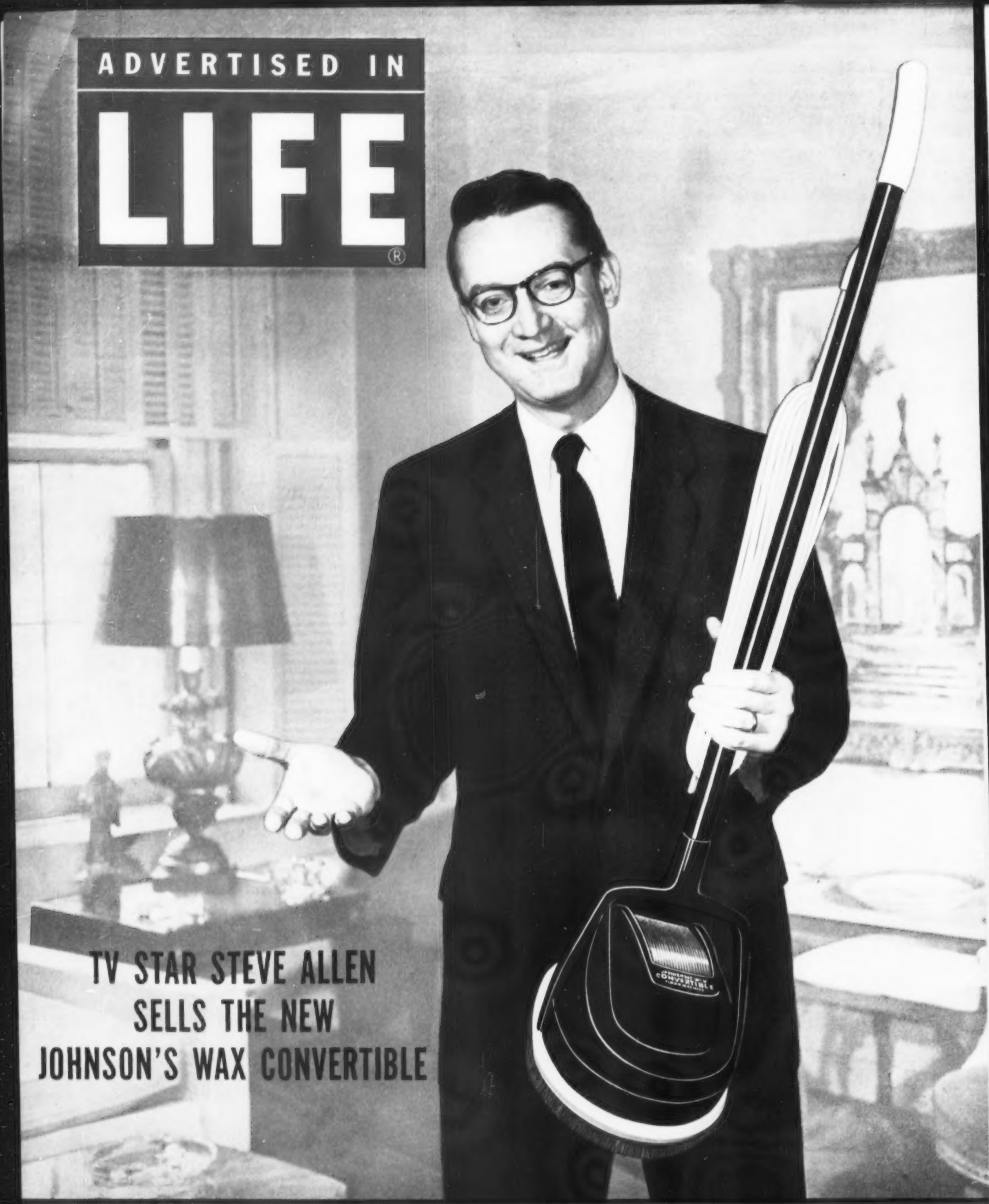
DuMont

First with the Finest in Television and High Fidelity



ADVERTISED IN

LIFE®

A black and white photograph of Steve Allen, a man with glasses, wearing a dark suit, white shirt, and dark tie. He is smiling and holding a large, upright vacuum cleaner that is shaped like a double bass. The vacuum cleaner has a dark body with light-colored curved stripes and a light-colored top. On the front of the vacuum, the words "JOHNSON'S WAX CONVERTIBLE" are visible. His left hand is on the handle of the vacuum, and his right hand is open and gesturing towards the camera. The background is a dimly lit room with a lamp on a table to the left and a window with a view of a city skyline to the right.

**TV STAR STEVE ALLEN
SELLS THE NEW
JOHNSON'S WAX CONVERTIBLE**

The new Johnson's Wax Convertible will be advertised in LIFE and demonstrated on the "Steve Allen Show" (NBC-TV)

AS STEVE ALLEN SAYS:



How can you miss with a product like this?

History-making machine does all floor-care jobs — automatically! Yes, the brand-new Johnson's Wax Convertible is the *one* machine that does it all from wall to wall—cleans and waxes floors in one operation...polishes...scrubs...and even dry-cleans rugs! Designed by one of America's foremost designers, Walter Dorwin Teague, this amazing machine:

- **Cleans as it waxes.** Using Johnson's Beautiflor Liquid Cleaning Wax and one of the exclusive disposable pads, the Convertible picks up dirt as it spreads the wax—all in one simple, *automatic* operation!
- **Polishes and buffs floors** in mere minutes, achieving a lustrous polish you couldn't hope to get with hours of hard handwork.
- **Scrubs floors** with soap and water whenever needed—*automatically*!
- **And even dry-cleans rugs.** Using Johnson's Rug Cleaner and the rug-cleaning attachment, the new Convertible will clean rugs and carpets—*automatically*! Johnson's Rug Cleaner is a brand-new product of Johnson's Wax Research—a great new formula in a new easy-to-use, easy-to-carry package designed to eliminate waste...and it's *completely without offensive odor*!

How can you miss with profits like this?

The initial sale of the machine is only the *start* of your profit—there are two optional equipment kits to sell, plus the new Johnson's Rug Cleaner and Disposable Pads. Yes, a little extra effort can mean a much bigger initial sale—repeat sales—a bigger profit for you!

How can you miss with advertising like this?

Combine the power of full-color, two-page spread advertising in *LIFE* (weekly audience: 26,450,000 readers) with live-action TV demonstration commercials on the "Steve Allen Show" (weekly audience: over 37,000,000 viewers) and that's saturation advertising for the new Johnson's Wax Convertible. *All inquiries will be forwarded to Johnson dealers!*

NEW

For more information, contact your Johnson's Wax Convertible distributor or write to S. C. Johnson & Son, Inc., Racine, Wisconsin.

Johnson's Wax Convertible

DOES IT ALL FROM WALL TO WALL!

Johnson's Wax Convertible

Standard Equipment includes the machine plus polishing brush and 3 buffing pads.....

49⁹⁵



Waxing & Scrubbing Kit

(Optional Equipment)
includes scrub brush, 1 pt. Kleen Floor, 1 pt. Beautiflor, plus 10 disposable pads...

4⁹⁵



Rug-Cleaning Kit

(Optional Equipment)
includes rug-cleaning attachment, four 12-oz. cans of Johnson's Rug Cleaner...

13⁹⁵

Johnson's Rug Cleaner

pack of four 12-oz. cans.....

2⁹⁵

Disposable Pads

package of ten pads...

1⁰⁰



Johnson's "Beautiflor," "Convertible" and "Kleen Floor" are all trademarks of S. C. Johnson & Son, Inc.

There's nothing so powerful as an idea!



Some magazines specialize in news or fiction or fashions. Better Homes & Gardens specializes in *ideas*. Ideas that wake people up so their dreams of richer, happier family life can come true. None of the other major media creates quite the same kind of do-something-now mood. Because nothing can equal practical ideas to keep home lovers busy planning and doing and buying things.

The husbands and wives (and their children) who read BH&G don't just *talk* about the things they see in their favorite idea magazine. They *do* something about the ideas they see on every page.

The happy truth for *advertisers* is that there's nothing quite so powerful as an idea if you want to make a sale. And Better Homes & Gardens is as full of ideas as a supermarket is full of food! That's why it keeps on growing bigger and stronger and livelier every year. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*



$\frac{1}{3}$ of America reads **BH&G** the family idea magazine

SELLING TAPE RECORDERS

STORY STARTS ON PAGE 75

Picture Service's recorder operation is commercial. This is built around three outside salesmen who visit schools, industrial plants, churches and professional men in portions of Massachusetts, Rhode Island and Connecticut. Schools provide the store's best commercial market, since the tape recorder's great flexibility may be most fully exploited in educational work.

Institutional Pitch

Basic to the school pitch of the firm's outside men is the theme that a recorder's educational applications are limited only by the teacher's imagination. The diagnosis and correction of speech defects, the testing and improvement of reading ability, the recording of skits and complete class sessions to be played back at P.T.A. meetings, the evaluation of teaching ability, and the recording of conferences with "problem" children, to be passed on to the school psychologist, are but a few of the potential uses of recorders in elementary schools, as suggested by Massachusetts Motion Picture Service salesmen.

At high school, prep and junior college levels, recorders prove equally useful, easier to sell in multiples. Significant here, Ed Samiljan points out, is the modern trend toward the laboratory method of teaching languages, in which whole classes make use of a series of recorders wired to a master unit which serves as the source of instruction. Typing, shorthand, music and drama instructors can also use recorders to good advantage, he points out, adding that public schools make better sales targets than private schools, whose funds are usually more limited.

Further, Ed has learned that schools are generally no market for expensive recorders. "These people want working machines," he says.

(Continued on page 104)

EGGS IN AN ORANGE CRATE?

You wouldn't deliver eggs that way any more than you'd attempt to carry refrigerators in a panel truck. That's only one example of why it's important to get the right truck for the right job. Just how to do it is explained in the article, Do You Know How to Buy a Truck?, in the **OCTOBER ELECTRICAL MERCHANDISING**

104,904,021 CONSUMER AD IMPRESSIONS

**TO BACK THE
MOST SPECTACULAR
HI-FI LINE
IN HISTORY!**

GRUNDIG

imported from West Germany



Majestic

Brother . . . that's coverage! Yes, to back your own high fidelity sales efforts, GRUNDIG MAJESTIC is putting on the heat during the peak of your selling season! From October 1 through November 20, over 100,000,000 readers of America's most popular magazines will be bombarded with the GRUNDIG MAJESTIC story in full page four color and black and white ads . . . the biggest ad push in history for any imported high fidelity line.

The time to buy is NOW! 37 magnificent combination consoles and table models, (some with TV and tape recorders) at the biggest profit margins in retailing history. CONTACT YOUR GRUNDIG MAJESTIC DISTRIBUTOR—OR WRITE, CALL, WIRE DIRECT—TODAY!

Majestic INTERNATIONAL SALES

743 N. LaSalle Street, Chicago 10, Ill.
79 Washington Street, Brooklyn 1, N.Y.
25 W. 57th Street, New York 19, N.Y.

LOOK

Esquire

PLAYBOY

Sunset

TIME

THE NATIONAL
GEOGRAPHIC

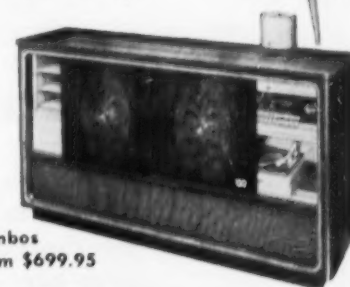
ADVERTISED IN

LIFE

Console Combos,
from \$269.95



Console Combos
with TV, from \$699.95



AM, FM, S W
Table Models,
from \$109.95



NOW—Frigidaire Presents The Three Hottest

1

"WRINKLES-AWAY" *AND*

Turn the Dial and Erase the Wrinkles



Featured in All Vented

'58 FRIGIDAIRE *Fabric-Master* ELECTRIC DRYERS

No high-cost, top-of-the-line feature, this—the lowest-priced Frigidaire Dryer boasts the fabulous new "Wrinkles-Away" at no extra cost—and at the lowest price on the market, by far!

Here's a feature dealers can see and show and demonstrate to clinch the sale! Now, with a single set-

ting of the dial (thanks to Frigidaire) women can practically do away with the ironing of man-made fabrics—smooth out wrinkles in clothes mussed or creased from wearing—eliminate the time-lag and the line-sag from "wash-and-drip-dry" laundering. Talk about the answer to a housewife's prayer—and great sales opportunity! This is IT!

More Proof that

FRIGIDAIRE *is on*

st
Features Since Washers and Dryers Were Invented

2

AUTOMATIC DYEING



Possible only with exclusive FRIGIDAIRE Bleach and Tint Cup and 3-RING AGITATION

Here's another sure-fire reason why the '58 Frigidaire Laundry Line is really going to town! It's the easiest, safest, best dyeing way yet—and it's exclusive with Frigidaire. Simply pour all-purpose dye into the Bleach and Tint Cup, set the dials—and *that's all*. Automatically, dye is thoroughly dissolved and evenly distributed in water to prevent streaking. There's no muss or fuss—

takes a mere 30 seconds of the home-maker's time—the Frigidaire Washer does the rest *automatically*! What's more—tests prove even lowest-priced 1958 Frigidaire Washer *out-cleans, outperforms competitive automatics costing up to \$175 more*. No wonder all dealers are hailing the *dynamic leader* in the laundry field—FRIGIDAIRE.

3 And a Built-in SUDSWATER-SAVER in Every Washer Model at No Extra Cost!

the march



Frigidaire—Built and Backed by General Motors



**TWIN
CONTEST
PROMOTIONS**



REMINGTON SHAVERS

**"SHARE OF AMERICA"
FOR CONSUMERS
"SALESMAN'S STOCK SPECTACULAR"
FOR REMINGTON SHAVER SALESPEOPLE**

ONE FOR YOUR CUSTOMERS

\$156,000.00

SHARE OF AMERICA CONTEST

September 30 thru December 1, 1957

1st PRIZE — Common Stocks of your choice approximately equal in market value to the total value of one share of every issue of common stock listed on the N. Y. Stock Exchange.

2nd PRIZE — \$5,000 in your choice of common stocks listed on the N. Y. Stock Exchange.

3rd, 4th, 5th PRIZES — \$2,000 in your choice of common stocks listed on the N. Y. Stock Exchange.

500 ADDITIONAL PRIZES: \$50 each in common stocks of your choice listed on the N. Y. Stock Exchange.

BIG BONUS AWARD! All Prizes Double If Winners Purchase A Remington Shaver During Contest Period.

Share of America Contest Boosts Your Store Traffic! To qualify, customers must get entry blanks in your store—or get your signature on blanks in Remington advertisements.

Share of America Contest Boosts Your Shaver Sales! To win double money bonus, customers must buy a Remington Shaver from you.

Tie In! Make Your Store a Contest Headquarter! Display contest window streamers and entry blank dispensers. Send special contest envelope stuffers to your customers. Your distributor can give you all the merchandising aids you want. Ask him!

Contest Promoted by Big Time Advertising in All Media! "Gunsmoke" & "What's My Line?" on CBS-TV . . . Life, Look, Saturday Evening Post . . . 130 Sunday Supplements . . . plus all-out publicity.

AND ONE FOR YOU!

\$25,000.00

SALESMAN'S STOCK SPECTACULAR

August 1 thru December 1, 1957

1st PRIZE: \$5,000 in common stock

2nd PRIZE: \$2,500 in common stock

3rd THRU 7th PRIZE: \$500 in common stock

8th THRU 107th PRIZE: \$100 in common stock

108th THRU 207th PRIZE: \$50 in common stock

WINNERS CHOOSE ANY COMMON STOCK LISTED ON THE N. Y. STOCK EXCHANGE (except Sperry Rand Corp.)

Get full details and all the entry blanks you want from your REMINGTON SHAVER DISTRIBUTOR or your local Remington Service Center.

Remington Rand

Electric Shaver Division of Sperry Rand Corporation, Bridgeport 2, Conn.

SELLING TAPE RECORDERS

STORY STARTS ON PAGE 75

"They're not interested in tonal quality, as a rule. They want portability, too, and high priced units are heavier and tougher to set up."

Ed has made a series of special school demonstration tapes, some aimed at teachers, others at children, which the salesmen carry with them. Says Ed, "We love to sell recorders to schools, because it gives the machines the kind of exposure that can't help booming the business when today's kids grow up."

Market for Tape

The firm's tape market is excellent, with blanks selling 100 to 1 over pre-recorded tapes. Price is a factor (pre-recorded tape at about \$6.95 for 600 feet must compete with blanks at \$1.75 for 1,200 feet), as is the lure of making one's own recordings. The store is able to mark its tapes up about 40 percent, and its recorders from 33 percent to 40 percent.

A replacement market is beginning to develop for the Samiljans, whose customers are starting to fall

I don't mind an appliance salesman with nothing to say as long as he doesn't insist on saying it.

for the features of new machines, such as better speakers and amplifiers, and push-button operation. The store has no trouble selling trade-ins, which are service-checked, then moved at an average price of \$60, with everything except tubes guaranteed for a year. A few used machines are set aside for rental, at \$5 a day, \$20 a week or \$45 a month.

Ed and Joe Samiljan foresee a very bright future for tape recorders, providing a "respectable" machine can be developed to retail at less than \$100. They'd also like to see the general standard of recorder quality rise, with protected franchises going to key dealers. Ed's in favor of dropping list prices entirely. "People don't buy product anymore," he says. "They buy percentages off list. Give me a net, and I'll set my own selling price, and make money doing it."

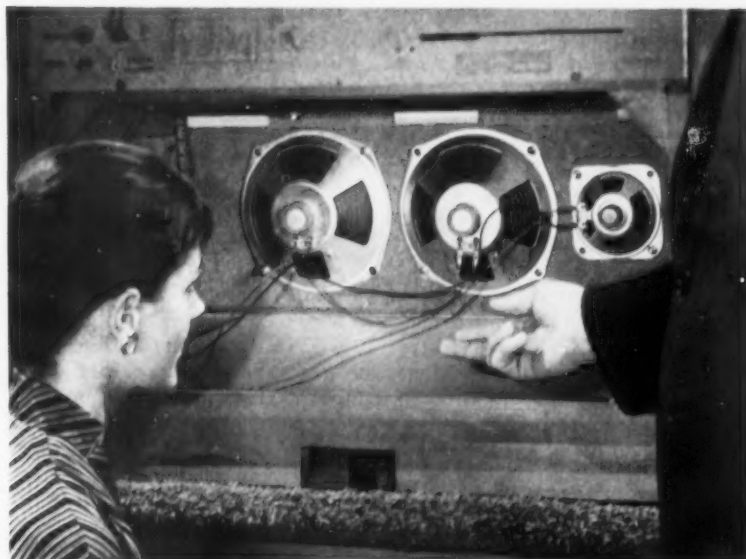
Still peering into the crystal ball, the Samiljan brothers believe that appliance dealers will gradually take over exclusive merchandising of tape recorders. Consumers, they feel, are already starting to think of recorders as appliances, and camera stores aren't promoting enough to hold the line. **End**



A NEW SLENDER PROFILE THAT MAKES
EVEN LAST YEAR'S TV OLD-FASHIONED!



NEW 110° PICTURE TUBE IN EVERY MODEL—
PORTABLES, TABLE MODELS, AND CONSOLES!



3-SPEAKER HI-VI SOUND IN ALL BUT ONE
OF HOTPOINT'S '58 CONSOLES AND LOWBOYS!



AMAZING NEW "MIRACLE MEMORY" BRINGS
CHANNELS IN ALREADY FINE-TUNED!

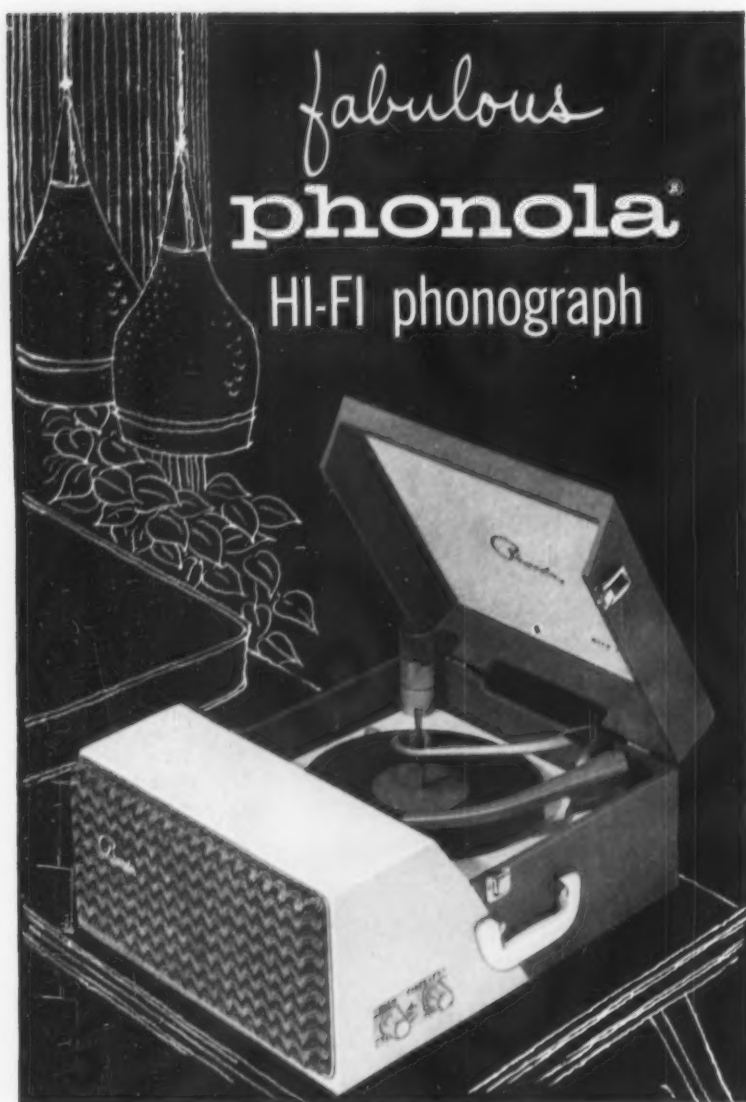
THESE HOTPOINT TV SALES FEATURES MAKE PEOPLE WANT TO BUY

PLUS: Free Remote Control with Power Tuning Consoles; new Powertronic Chassis; Portables with built-in Pop-up Antenna; Table Models with Front Speakers; and prize-winning new cabinet designs so good-looking your sale is half-made before you say a word! No wonder dealers are saying Hotpoint for '58 is their *easiest TV sale!*

Hotpoint Hi-Vi TV



Hotpoint Co., A Division of General Electric Company, 5600 West Taylor Street, Chicago 44, Illinois



No. 957... HI-FI... 4 spd., 2 spkr., "45" spd., sopph. needles... \$79.95

Phonola means business this year*



No. 557
4 spd.,
2 spkr., ...
\$29.95

*10 HOT MODELS

New models — new colors — new low prices. More features — more turnover — more profits.



*NATIONAL ADS

IN ALL THE BIG-NAME MAGAZINES

... tell over 100 MILLION readers that Phonola is the HOT BRAND. Hundreds of sales laid in your lap.



No. 1157
HI-FI,
wood...
\$99.95

*DEALER HELPS

window streamers • catalogs • counter displays • mat ads • promotional ideas

Get your share of Phonola's record-smashing sales — write for distributor name and colorful catalog to:

phonola
PHONOGRAPHS

WATERS CONLEY CO., INC.
national sales office

17 E. Chestnut St. • Chicago 11, Ill.
factory: Rochester, Minnesota

WHIRLWIND WITH WASHERS

STORY STARTS ON PAGE 76

sales tucked under his belt.

Expansions followed in rapid succession. In early 1951 he branched into Northport; by the end of the same year he went into a 2,100-square-foot showroom in Smithtown; in 1954 he moved his headquarters to a 3,500-square-foot garage on Medford Avenue on the outskirts of town. This has been expanded thrice and today the 22,000-square-foot warehouse headquarters has what may be the largest stock of appliances, TV and related products displayed under one roof in the metropolitan New York area. Both Rudtke's original downtown store and his Northport branch have been closed. He has, however, bought into Thurber's of Sayville in recent months, putting him into the bottled gas business and giving him a third showroom for his washers on the south shore. All his expansions were tied to a single cause—he must continue to expand and turn merchandise in order to keep pace with the industry.

To realize that goal Rudtke has stuck to carload buying. On top of that, however, he developed keener instincts about volume buying.

"A buy is worth nothing," he says, "unless it's good merchandise and you can sell it in your market. I've learned to say no to many deals. You'll seldom see 'dogs' cluttering up my place. And if a product turns stale I get rid of sluggish inventory fast."

Specials, closeouts, and exclusives are Rudtke's meat. Usually on the first two he'll stick to those which move well in his territory and let the rest go.

About exclusives, he says, "Everybody is after an exclusive if he can get it. It means he can't be shopped on such items. Instead of a dealer's take being only about \$30 you can push it to \$50, \$60, or even \$70. Without that extra profit in dollars you'd never be able to average out profitwise."

It's not at all uncommon for Rudtke to go in deep on a washer special or closeout and stash the merchandise away for six months. By then he knows everybody else is sold out. When he trots out his supply of washers he can mark them up liberally and get his price, simply because at that time customers can't shop him.

Andy maneuvers just as expertly when there is a washer price drop.

First off he'll buy to the hilt and take immediate delivery. Then he'll "flag the drop." This means he'll get his salesmen together and urge them to push the price-dropped unit.

"It'll take 10 days for the going rate to drop to a new low in the market," he argues. "Meanwhile you can boost your commissions by selling at the old rate until the shopping toughens."

Everybody stands to gain by the maneuver.

To a man, supplier salesmen beat a path to Rudtke's door and he handles the laundry products of them all—General Electric, Maytag, Philco-Bendix, Norge, Kelvinator, Westinghouse, Frigidaire, Easy. There's no question in the minds of any of these distributor salesmen, however, that Andy will move their stuff if they can get it to him. But to get it to him they likewise know they must dish up closely-shaved offerings. Not always more than any other big operator is getting, but at least as much.

This hard-headedness stems from a bitter lesson Andy learned after five years of galloping away with his local market.

From 1950 to 1955, to be exact, Rudtke operated primarily on a word-of-mouth theory. He, his wife, his son, and salesman Ed Kellers provided the basic manpower. They used small appliances as come-ons, discounted unmercifully to make washer and other big-ticket prospects out of customers. Rudtke marked everything up 10 percent. That meant small electrics sold for from \$7 to \$39. Except for fair-traded items, Rudtke made \$1 on toasters and irons, as much as \$5 on rotisseries. Minimum take on majors was pegged at \$25. The objective was to keep customers from going to Hempstead, the hub of business activity on the Island and a mecca for price shoppers.

Through those years Patchogue Electric used one watchword: "If you're satisfied recommend us to your friends." Except for sporadic ads in local papers, it was the backbone of Rudtke's advertising.

Suddenly the chains began invading his territory. Frost opened in Commack in 1954; Sunset, Frost, and Vim followed in Bay Shore in 1955. With the promotional chains in his back yard, Rudtke found that laundry and

(Continued on page 108)

what an opportunity!

REGINA

tells its terrific sales
with 37 million messages
story
this fall!

With the Regina Polisher and Regina Elektrikbroom, retailers have a selling story and unique selling features that can't be equalled anywhere in appliances!

And Regina's telling and selling its powerful story to millions of consumers this fall in smashing, big-space color ads. Already—special July and August ads in the bride and building magazines are priming fall sales. Right after Labor Day, the campaign moves into high gear, continues through October into the Christmas selling season . . . with 26 ads in 17 magazines!

With action like this, now's the time to start planning your own tie-in ads, promotions, store windows, displays, mailings . . . for a first claim on the big Regina business awaiting you!



17 TOP MAGAZINES SELLING REGINA FOR YOU!

LOOK

McCALL'S
LADIES' HOME JOURNAL
BETTER HOMES & GARDENS
AMERICAN HOME
HOUSE BEAUTIFUL
LIVING FOR YOUNG HOMEMAKERS
HOUSE & GARDEN
SUNSET

EBONY

NEW HOMES GUIDE
HOME MODERNIZING
HOUSE & GARDEN'S
BOOK OF BUILDING
HOUSE BEAUTIFUL'S
BUILDING MANUAL
BRIDE & HOME
BRIDE'S MAGAZINE
MODERN BRIDE

REGINA



POLISHER and SCRUBBER

America's first, best, most widely-used polisher—with the most powerful sales story in polishers today! Regina is the ultra-modern way to beautiful floors . . . and your customers know it!

REGINA

Elektrikbroom

No other vacuum cleaner like it in the world! That's why no other vacuum cleaner sells so fast, so easy as Elektrikbroom. Used daily in thousands of homes, hotels, motels.

FLASH!

Regina Model A 16-Inch
Twin-Brush Floor Machine

Backed by full-page advertising
in 5 institutional publications this Fall . . .
with circulation over 200,000.

Write TODAY for
FREE dealer helps
New Mat Service
Statement Stuffers
Radio Commercials
TV Commercials
Give-Away Booklets

THE REGINA CORP., Rahway 11, N. J.
I am interested in the . . . Model TS Polisher and Scrubber
. . . Elektrikbroom . . . Model A Floor Machine

Please send me:

..... Name and address of distributor for my territory
..... REGINA dealer helps

STORE NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____

In Canada: Switson Industries, Ltd., Welland, Ontario

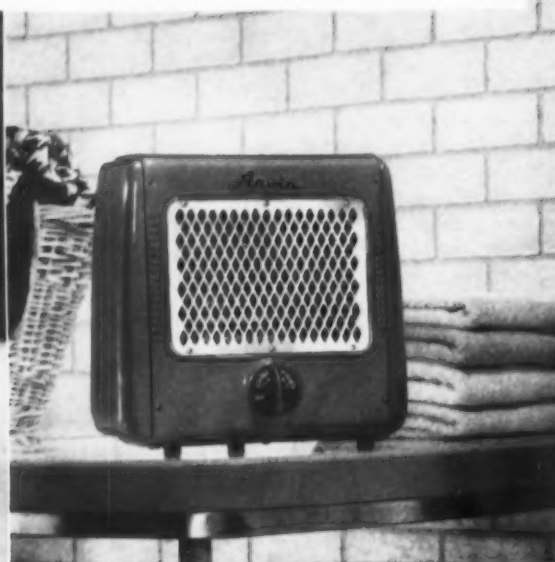
Arvin

America's longest, strongest line of Portable Electric Heaters

THE TWO TOP-SELLING HEATERS in a full range of best sellers



MODEL 5734—AUTOMATIC This brand new heater in Arvin's powerful Silver Anniversary line has set a terrific selling pace from the start—because it's a natural leader in looks and performance. Superlatively engineered, it combines fan-forced and radiant heat, thermostat controlled. And it looks as good as it acts—finished in rich-toned Bermuda bronze enamel with chrome grill and trim. Operates on either 1320 or 1650 watts, with 81 cu. ft. per minute air delivery. Signal light. Safeguard Safety Switch. **\$34.95**



MODEL 5514—AUTOMATIC This smartly-styled, completely reliable heater is Arvin's lowest-priced automatic—and offers more for the money than any comparable heater on the market. Delivers 1320 watts of fan-forced heat, thermostat controlled. Easy-grip handhold in back for convenient portability. So compactly designed it occupies just over half a foot of floor space, ideal for bathrooms and bedrooms. Handsome tan finish with brown trim. The finest value on the market in low-priced automatic heat. **\$16.95**

Only Arvin offers a model and price to suit and sell every heater prospect

Silver Anniversary Line—10 models for fast-profit, retailing from \$12.95 to \$54.95



NATIONALLY ADVERTISED

All Arvin Heaters operate on 110/120 volts, 60 cycle AC. All are listed by Underwriters Laboratories, Inc. and guaranteed for one year.

Electronics and Appliances Division

Arvin INDUSTRIES, Inc., Columbus, Indiana

Arvin also makes Radios, Fans, Leisure Furniture, "Charky" Grills, Ironing Tables, Car Heaters



WHIRLWIND WITH WASHERS

STORY STARTS ON PAGE 76

other advertising pointed to one fact:

"Either they're buying better or getting more liberal ad allowances," Rudtke concluded, and looked deeper into the matter.

Though Rudtke is reluctant to itemize the specific hidden advantages he discovered, 1955 marked a change in his advertising program. He switched to a campaign which eventually had him in *Newsday's* Suffolk edition with over 2,000 lines a week; in local newspapers like the *Patchogue Advance*, *Main Street Press*, *Riverhead Review*, the *Mid-Island News*, and the *Smithtown Courier*—all weeklies—on an average of 25 pages a year in some, at least once monthly in others. Before he was through he was also direct-mailing to 20,000 people about four times a year. All such ads, together with up to 15 one-minute spots a day on WALK and WPAC, Patchogue, were consistently top-heavy or exclusively automatic washer copy.

Today speed characterizes the liaison between Rudtke's advertising program and his special purchases. Recently a trailer of 45 automatic washers was en route from Philadelphia. In late afternoon an advertising counsellor from *Newsday* worked out copy which offered the washers as specials at \$219. The ad appeared next day. Meanwhile Rudtke took delivery on the washers, ripped open the front of the cartons and sold them off the floor of the still-unfinished final extension of his warehouse. In two weeks, even though the market was slow, the 45 washers were sold out.

With some exceptions, Rudtke sticks pretty much to use of manufacturers' ad mats and copy. "My aim," he stresses, "became to identify Patchogue Electric with all top laundry manufacturers in the eyes of the widest customer audience." He admits the usual media co-op allowances on such advertising was at least 50-50, with some going as high as 75-25, and one distributor granting 100 percent on five percent of total purchases.

Chicken Coop Savings

If anyone were to label Patchogue Electric's approach to low overhead operating as "chicken coop merchandising," Andy Rudtke would be the first to laugh and the last to deny it.

Actually his 22 by 160-ft chicken coop on his residence property taught Rudtke his earliest cost-

(Continued on page 109)

from out of the great North Woods...



a great new battery...
THE ALL-NEW RAY-O-VAC "SPORTSMAN"®
50% more life (L.I.F. TEST)

Sportsmen asked for it . . . Ray-O-Vac developed it . . . and now this more powerful battery, supported by a dramatic national promotion, will be welcomed by your customers who want and appreciate something better!

companion to the famous ZLP



→
"SIDE-BY-SIDE"



RAY-O-VAC COMPANY, MADISON 10, WISCONSIN

Lets customers pick their power...

RAY-O-VAC® "Side-by-side" Selling



new 20-25 Pack

Double display opportunity.
All batteries prepriced.

Dealer cost \$6.96.
Suggested list \$10.80.

BACKED BY
NATIONWIDE



Sell these 2 new autumn specials...

new 2LP "Poly Pak"

new Celebrity



Clear polyethylene bags, sealed factory fresh. Prepriced. Packed 48 bags in unique, easy-to-set-up jumble display. No extra charge for package.
Dealer cost \$12.48.
Resells for \$19.20.

New concept in flashlight design... six sparkling color combinations.

"Regular"—6 on a card.

Dealer cost per card \$6.24
Suggested list \$9.54 (\$1.59 each)

"Baby"—4 on a card.

Dealer cost per card \$3.92
Suggested list \$5.96 (\$1.49 each)



RAY-O-VAC COMPANY, MADISON 10, WISCONSIN

regional offices:

212 East Washington Ave., Madison 10, Wisconsin

1388 Madison Avenue, Memphis 4, Tennessee

461 Market Street, San Francisco 5, California

1775 Broadway, New York 19, N. Y. • Ray-O-Vac Canada, Ltd., Winnipeg

WHIRLWIND WITH WASHERS

STORY STARTS ON PAGE 76

cutting lesson. Seven years ago his rent for a first floor and upstairs room came to \$175 a month. He had one salesman to pay, and he took only enough out of the business to keep going, plowing most earnings back into inventory. His chicken coop held as much as five cars of merchandise at one time. Simply by using his coop and his private garage as a warehouse, Rudtke took advantage of carload buying and still did not run into excess warehousing charges. By doing this he kept his breakeven at eight percent of total sales in those early years.

This tight-fisted use of real estate and cheap warehousing became ingrained. When he switched to a warehouse headquarters he bought land and a 3,500-square-foot garage for \$17,500. Each expansion since—a new front and 2,200 square feet on the side in 1955, two additional extensions totaling 5,500 square feet in 1956, and a final 6,500-square-foot addition this year—all were paid for as added. Real estate costs on this, not counting new buildings, came to \$31,500.

In other small ways, Rudtke pays strict attention to cutting cost corners. If prompt paying for a car-

load of washers saves him several hundred dollars in interest charges, he sees to it that checks are made out immediately. He takes advantage of every percentage rebate on credit accounts. And he personally checks through all credit allowances which are due him from suppliers.

"Like every washer purchasing deal," he says, "each small source of profit helps boost averages when you're working on low margins in a price market."

With all such cost watching, Rudtke makes no claim that he has been able to hold breakeven to the eight percent of the early years. Today his breakeven is closer to 11 or 12 percent of total sales, primarily because he has added high-priced salesmen who work on liberal salary and sliding commission scales.

"At one time," says Rudtke, "I thought a salary and annual bonus was the ideal compensation method. I was wrong. I started paying salary and sliding commissions in 1955 and it turned out well for me. This method is particularly suited to selling items like washers, where negotiated sales are the order of the day."

It's this adaptability and willingness to change with the times which

(Continued on page 112)



"SMALL SCREEN SET, EH!"



for motor-driven appliances

Performance and appearance—the principal points of interest to your customers when buying motor-driven appliances—rate "tops" in devices powered with Lamb Electric Motors.

High sales appeal, resulting from these features, assures good turnover—one of the reasons why leading dealers the country over like to handle appliances motored by Lamb Electric.

THE LAMB ELECTRIC COMPANY • KENT, OHIO

A Division of American Machine and Metals, Inc.

In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ont.



Motor for air conditioning applications.



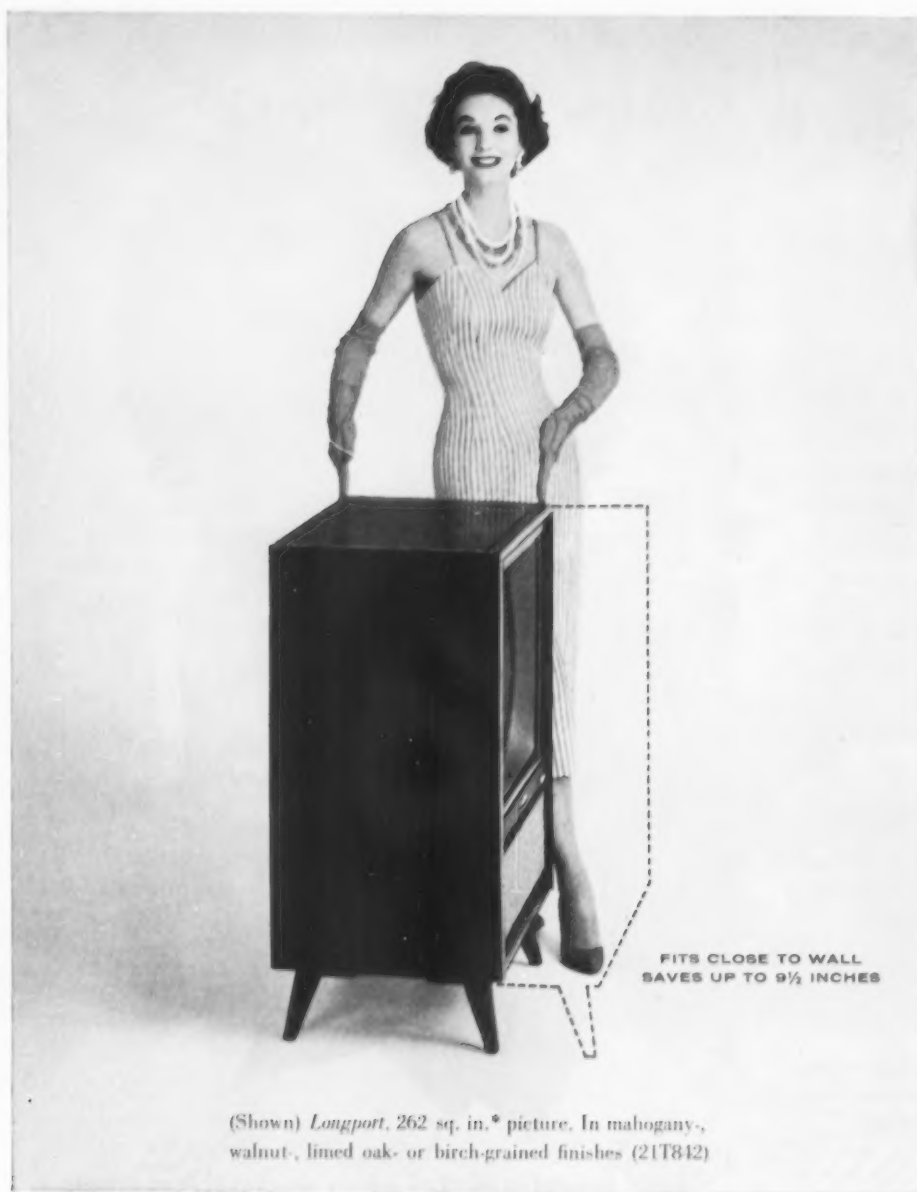
Motor parts for household appliances.



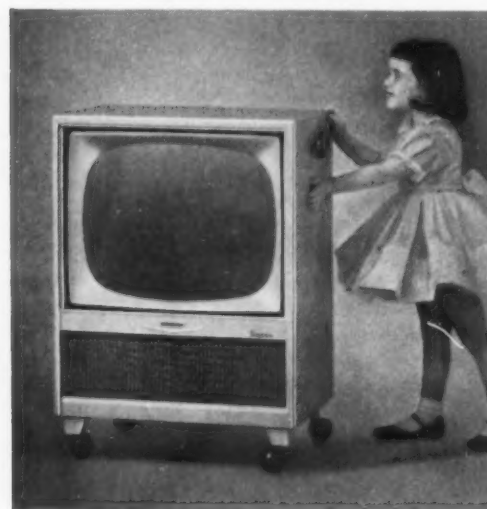
Turbine for canister-type vacuum cleaner.

Lamb Electric

SPECIAL APPLICATION FRACTIONAL HORSEPOWER MOTORS



New 14-inch* "Flight-Line" portable—compact, easy-to-carry. *Nassau*, 108 sq. in.* picture. In ebony finish or bark gray finish (14PT802)



New "Glide-Along" rollaround goes where you please. *Langston*, 262 sq. in.* picture. In mahogany-, or limed oak-grained finishes (21T840)

RCA VICTOR PRESENTS A NEW LEAN, CLEAN,

Here's how RCA Victor surpasses its own famous performance!



New "Mirror-Sharp" picture! Tube face is mirrorized with millions of phosphor crystals for sharpest black-white contrasts in TV!



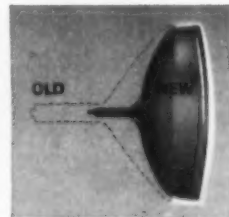
Balanced Fidelity FM Sound! Cuts out interference. All components are scientifically balanced—like RCA Victor High Fidelity!



New "High-Sharp-and-Easy" tuning! All controls high on side, easier to get at. New "Channel Equalizer" keeps all signals strong, even.



"One-Touch" on-off control keeps volume as you like it. No readjusting, no needless moving of sound knob for channel selection.



New 110" picture tube! RCA aluminized "Silverama" with new angle for most picture in smallest space. On all but 14" models.



Power tuning—motor tunes to any channel. Attached remote unit controls on-off, channel, volume. On VHF Models 21RT829, 21RT842.



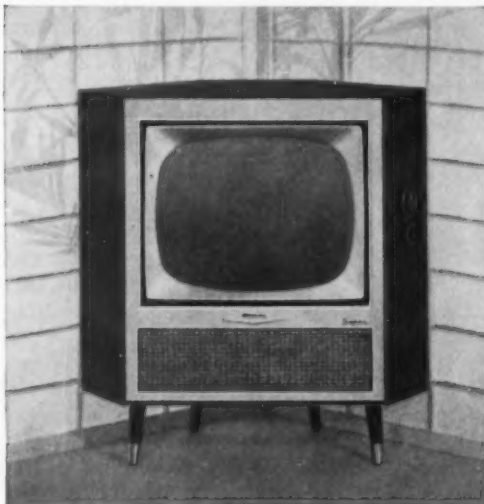
New 17-inch* "Flight-Line" portable with sharp, family-size picture. *Graduate*, 156 sq. in.* picture. In ebony finish or bark gray finish (17PT807)



New 21-inch* portable TV and table TV (shown) that swivels. *Portland*, 262 sq. in.* picture. In mahogany-, walnut-, or limed oak-grained finishes (21T824)



New compact table TV with power tuning—attached remote control. *Clement*, 262 sq. in.* viewable picture. In ebony finish (21RT820)



New "Custom-Corner" TV gives room-wide viewing. *Malvern*, 262 sq. in.* picture. In mahogany-, walnut-, with blond face, or birch-grained finishes (21T847)



New "Touch-Turn" swivel TV aims the picture at you. *Harding*, 262 sq. in.* picture. In mahogany-, walnut-, or limed oak-grained finishes (21T848)



New console fits close to wall, saves up to 9½" floor space. *Cunningham*, 332 sq. in.* picture. In mahogany-, or limed oak-grained finishes (24D865)

KIND OF BLACK-AND-WHITE TV— MIRROR-SHARP!

29 new models with less bulk, more sell in every set!

Not just a face-lift! Not just one or two new features! RCA Victor completely redesigns TV—inside and out—with major advances you can easily sell. *Everything's new*—consoles, lowboys, table TV, "Flight-Line" portables, there's even *corner* TV!

See how lean and clean TV can be! The cabinets are sleek, slender, fit in beautifully where other TV couldn't go at all. They save up to 36% floor space, fit close to wall. The old space-stealing bulge in back of the set is gone for good!

There's plenty of extra selling power in the new "Mirror-Sharp"

picture, sound and tuning, too. The features shown at the left are typical of dozens that can put more money in your pocket.

See your RCA Victor distributor soon. He can give you all the help you need to make the Lean, Clean Line your profit line.



At your service! In almost every TV area, the RCA Service Company can provide expert installations and maintenance of RCA Victor TV sets on a contract or per job basis. Check the Yellow Pages of your phone directory for the branch nearest you!

*Picture tube, overall diagonal (inches) 14 17 21 24
Square inches of viewable picture area 108 156 262 332

Come and Get It!
FASTER, MORE PROFITABLE
SELLING with "America's Finest Gas Range"



It's Old Stove Round-Up Time!



ROPER

Turn lookers into buyers with the compelling story of "Double-T Cooking" and Roper "Tem-Trol" . . . today's finest automatic top burner heat control. Roper "Tem-Trol" is remarkably responsive. It provides thrilling new convenience. It assures unequalled performance. "Tem-Trol" is powerful, appealing . . . a sure seller. Get the complete "Tem-Trol" story now!

TIE IN WITH ROPER FOR THE Old Stove Round-Up



Store Displays



Newspaper Ads



Radio Spots



Direct Mail

These and other Roper promotion aids will speed your selling; boost your profits. Use them!

Send for Full Details

DOUBLE T COOKING
with **ROPER Tem-Trol**

AUTOMATIC TOP BURNER HEAT CONTROL

Geo. D. Roper Corporation, Rockford, Illinois

Gentlemen:

I want to tie in with Roper and the Old-Stove Round-Up. Rush me full details.

Firm Name _____

Individual _____

Address _____

City _____ State _____

EM 957

Round Up More Sales



Women Love It . . .
 Sales Prove It!



ROPER Tem-Trol
 AUTOMATIC TOP BURNER
 HEAT CONTROL

Won't Burn Foods!

WHIRLWIND WITH WASHERS

STORY STARTS ON PAGE 76

makes Rudtke describe his operation as "flexible."

A few months back, for example, when asked if he would swing to an all-out drive for kitchen business, he answered in the negative.

"How diversified can you get?" he exclaimed then.

Recently he altered his stand. He ties this reversal to his experience with laundry equipment sales.

"I'm finding that I can take 20 colored washers in a car and sell them," Rudtke says. "Many paired washer-dryer sales are made in color, while usually other dryer sales are made at a later date, when we follow up on a washer account. To me this means one thing. The salvation of the appliance business may one day be the power of color to obsolete existing appliances."

So Rudtke changed his mind and is going into kitchen modernization. But for the present he concentrates on the immediate potential represented by color-conscious washer prospects. This limited objective approach also exploits still another source of washer business—wringers. Only three to five percent of Patchogue Electric washer business is in wringers, priced from \$99 to \$159. Yet Rudtke sees fit to go after these limited sales, giving wringer units equal prominence with automatics in his sidewalk and in-store displays.

It all adds up—mass sales in the \$200 range, automatics in color, wringers—all linked with personalized, dynamic services.

"Every little bit helps," is the way he puts it. "Today you've got to push in every direction at once."

In Rudtke's case it accounts for his whirlwind washer sales of 1,500 a year, sold at a car-and-a-half-a-month pace. *End*

DO YOU KNOW HOW TO BUY A TRUCK?

There is a right truck for the kind of work you have for it; there is also a very wrong one. It's important to you to know how to choose. That's why a truck expert tells you how in the **OCTOBER ELECTRICAL MERCHANDISING**



Finest for Overall Home Cleaning
TURBO JET 99
 with 5 attachments . . \$79.95



For Wall to Wall Carpeting and Rugs
UPRIGHT CLEANER . . \$79.95
 Adapter and attachments extra



Best for Floor-to-Ceiling Cleaning
DELUXE CANISTER
 with 5 attachments . . \$69.95



"Maid-to-order" **FOR EVERY CUSTOMER!**

You can sell every prospect with the Full Line!

Show the full Universal line of four cleaners and three twin-brush polishers and you can satisfy every customer on price and model preference. Top styling, top performance and a prestige

name give you quick acceptance and easy sales. Sell the line that's "maid-to-order" for profits . . . UNIVERSAL.

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

**GET YOUR ORDER IN NOW...
 CALL YOUR DISTRIBUTOR TODAY!**

America's Most Complete Line of Home Cleaning Equipment



Gleaming Floors at Low Cost
BUDGET POLISHER
 for general polishing — \$49.95



Scrubs, Waxes, Polishes
DELUXE POLISHER
 high speed brushes — \$69.95



America's Finest!
HEAVY DUTY POLISHER
 with 16" path — \$129.50



Quality at a Price
BUDGET CANISTER
 with 5 attachments — \$59.95



New General Electric to get your full share of

*Realistic Big Ticket Plan, available through
the help you need—from*



For as little as \$180.00—a 10% down payment—you may be able to put a G-E Display Kitchen like this on your floor. And that's only the beginning. Read these pages and find out more!

TODAY'S astonishing kitchen appliance market, with its heavy trend toward *complete* kitchens, is big, booming—and begging for attention.

Its surface has barely been scratched.

Now Big Ticket comes up with a complete program of all-out assistance to let you capitalize on this opportunity. Now you can sell the *most wanted line* of complete kitchens—practically on a shoestring.

We're not asking you to swallow that whole. We want to tell you what you get on Big Ticket—from beginning to end.

First of all: realistic financing. Big Ticket begins by giving you the most effective selling tool in the business—a sparkling General Electric Display Kitchen—on credit terms available through General Electric Credit Corporation.

For instance, for as little as 10% down, you may be able to put a display kitchen on your floor. That's *all* the inventory you need. Your General Electric distributor supplies the units you sell *as you sell them*.

How do you pay for these sold units? Under its Work-in-Progress Plan, General Electric Credit Corporation will finance your total outlay for major appliances until your customer's kitchen is completed and accepted.



You sell without inventory! Your General Electric distributor supplies all appliances *as you need them*.



You sell the most preferred line in the business! Independent surveys prove General Electric ranks first with women.



You sell the most pre-sold appliances! Wherever you look—or listen—there's G-E Major Appliance advertising.

sales plan helps you the rich, ripe kitchen market!

*your General Electric distributor, outlines all
floor plans to finance plans!*

Now . . . about customer financing: New General Electric Credit Corporation Kitchen Modernization Plan lets you sell for as low as 10% down with less than typical monthly car payments spread over not 1, not 3, but 5 full years.

To help you handle installation—and get the extra profits that go with it—your General Electric distributor's factory-trained specialists will work day-by-day, step-by-step with you on selecting and setting up a complete installation staff.

That's only the beginning. General Electric distributor experts will be at your service to help plan your kitchen layouts, color schemes, decoration, design. They'll make estimates, blueprints, supply color swatches, even give suggestions on painting and floor covering.

If you wish, you can take advantage of a complete selection of hard-selling mat ads, radio scripts, full-color promotion slides, and a full-length technicolor movie for use at women's group meetings.

And what a line of kitchens you'll sell! The General Electric

line is years ahead in style, completely integrated in color and design, packed with more sales features than any other line in the industry.

Think it over. This market features a high margin profit picture. When you sell complete kitchens, you're not competing on a single-appliance *price* basis. You're dealing on a *service* basis in the sale of *tailored multi-appliance units*. And the man who can supply the service in this new field is the man who can get the sale—and the whopping, multi-unit *profit*.

The big beauty of Big Ticket is that it makes it possible for *you* to supply that service and still have time to do the job you do best—*sell*.

Add it up. This booming kitchen business can make a big difference in your career. Get in on the ground floor—*now*.

See your General Electric distributor—or send in the coupon. General Electric Co., Home Bureau, Appliance Park, Louisville 1, Kentucky.

YOU GET ALL THIS . . . AND MORE

- 1** Delivered to you for as little as 10% down—a new General Electric Display Kitchen.
- 2** Liberal customer finance plans—up to 5 years.
- 3** No inventory problems—you simply order from General Electric distributor warehouse.
- 4** Plans—plus color, flooring, painting suggestions.
- 5** Most pre-sold line in the business.

**General Electric Company
Home Bureau
Appliance Park, Louisville 1, Ky.**

Gentlemen: I want to know more
about your new Big Ticket Plan.

Name.....

Address.....

City.....State.....

Live Better . . . electrically

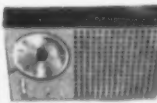
GENERAL  **ELECTRIC**

sell the line that shows you know... the BIG money is GIFT money

featuring
at new low market-widening prices

At only \$29.95
a miniature (size 3" x 5"
x 1 1/4") radio

Complete with Super Dynamic
Speaker—but pocket or pocket-
book size. Hear all regular
AM broadcast band stations
with its superheterodyne printed circuit...
Your favorite programs go with you in
your pocket—to the beach, to the game,
shopping, fishing, walking the dog or the
baby... there's a feather-light earphone
available too, so that only you can hear.



And at only \$14.95
Your Private Ear, smaller than a
pack of cigarettes—a subminiature
radio for private listening. (Size
2 1/4" x 3" x 1 1/4"). Hear all the regu-
lar AM broadcast stations anytime
without disturbing anyone. Plays only through the
invisible earpiece—no one else can hear. Listen while
others sleep, shop, study, or play. Designed and made
in America—a true radio, not a toy.

PLAYBOY
Printers' Ink
Esquire
Bettie Home & Carlinis
Fawcett Gift Books
Sally Margaret
Premium Buyer Guide

Added attraction
**Regency Transistorized
FM Tele-Verter**
For only \$19.95 any TV set becomes
a quality FM receiver—no installation.

First in Transistor Radios

8 transistor radios priced from \$14.95 to
\$100.00—the longest line with the most
different promotion

**Exclusive new Regency
Gift Promotion**

- that concentrates on getting you a bigger share
of the Big Gift Money
- that sells where and when customers are in the
big buying mood with ads in the gift issues of
all these gift-proven national publications

Regency Division I.D.E.A., Inc.
Indianapolis 26, Indiana

World's only specialist in Transistorized equipment

MAJOR APPLIANCE SERVICE

STORY STARTS ON PAGE 88

readily accessible point. Do not use a series tester on any part of a dishwasher while it is bonded to a ground connection or to any pole of its supply circuit.

A "fuse blower" usually falls into one of these three groups: (1) one which blows a fuse before it is turned on, (2) one which blows immediately it is turned on, or (3) one which blows a fuse after a moment of humming, groaning, or other audible evidence of an effort to start. The first would indicate a short circuit or a ground in any of the wiring, particularly, ahead of the control; the second, similar trouble in or beyond the control; whereas the third suggests: (a) binding or jamming of the mechanism, or (b) a faulty motor, or, if the machine has a reversing switch, that switch or the wiring between it and the motor is faulty. To distinguish between a and b, merely try turning the impeller by hand.

Motor Renewal. Enough has been said in preceding installments to convince you that it is your responsibility to see to it that a renewal motor revolves in the right direction—and dishwashers are no exception. And unless the motor has failed because of some integral fault, be sure to eliminate the cause of failure before you install the replacement.

Unsatisfactory Washing. This may be hard to believe, but it did happen: A repairman in the Philadelphia area responded to such a complaint and found that the machine was connected to the cold water line! So you can expect anything.

If there are no such installation errors and no apparent mechanical

faults and sufficient hot water enters the tub and is retained for each stage, make sure that the customer is using the right quantity of detergent, especially made for dishwashers, and that the detergent cup empties at the right time. If the dishwasher is new to the customer, try to find out in some subtle way whether she understands how to prepare the dishes and load the machine. You'll save time if you check all those points before you run a "live" test.

Water Will Not Enter. Assuming of course that the water is turned on, such a complaint suggests a faulty intake valve solenoid (or valve motor), the wiring which serves it, or one of the switches (in the cycle control or in the metering device) which controls it.

Unbidden Entrance of Water. This fault usually points to a hanging intake valve, which may have a binding mechanism or be held slightly open by a foreign body.

Incorrect Quantity of Water. The method of adjusting the metering device varies so much from one make to another that you should not attempt this exacting adjustment until you have studied the manual for the make in hand.

Will Not Drain. Clogging of the drain is not a common complaint with dishwashers, particularly those equipped with pumps, but occasionally the waste-pipe trap of a gravity-drained machine will become obstructed with a greasy mass of waste matter.

Slow Drying. This complaint calls for checking the hot-water supply and the functions which follow the last rinse. Find out if sufficient hot water is available for the entire cycle of operation—including the last rinse. (This is especially important for models which have no heater.) Then test the automatic opening mechanism to make sure that it responds every time. If the machine has a heater, test it to ascertain whether it is on when it is supposed to be.

Leaks Water. Sometimes a minor adjustment of the loading door or lid will correct a leak at that point. But such gaskets do deteriorate eventually, so once in a while you'll have to renew one.

(Continued on page 123)



Take a Peek...



A Million "Santas"



◀ Dormeyer Silver Star

All-Chrome DeLuxe Mixer

It mixes, it grinds, it slices, it shreds! Truly four distinct and different appliances in one—and offered at one unit price—no extra charge for individual units. Powerful electric grinder grinds meats, vegetables. Sandwich meats, cheeses, sliced readily and neatly with the Dormeyer slicer. Vegetables for salads; meat, fish or poultry for casserole dishes, shredded easily and quickly. Plus these famous Dormeyer extras—Magic-Mix Arm, detachable head for portable use, bowl-size indicator, automatic beater release, 10 full-powered speeds. An all-chrome mixer with two sparkling stainless steel mixing bowls—easy to keep clean. **Model 4400**

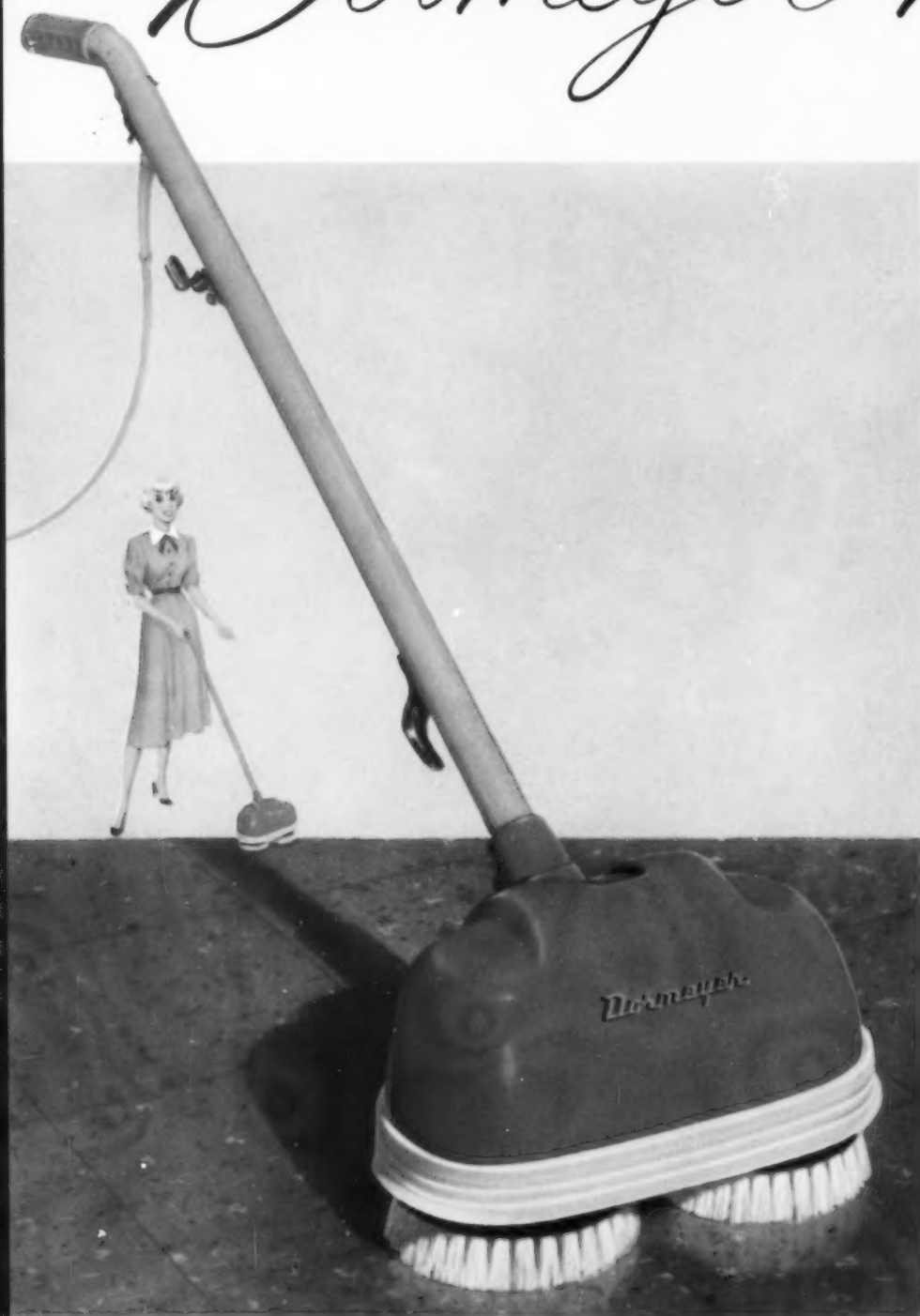
New Dormeyer Mix-Well ▶

A lot of mixer for the money

Ten full-powered speeds, electric food grinder. Complete four-piece juicing attachment, two opal glass mixing bowls. You'll love the detachable, portable, mixing head, the automatic beater release that drops beaters out without messing fingers. Two nickel-chrome beaters, bowl-size indicator. **Model 5100**



Dormeyer Newcomers



Dormeyer Polisher-Scrubber

Takes the hard work out of housework!

Polishes and scrubs floors electrically! Now you can stand up to scrub, wax, and polish floors! The PS ends back-breaking dirty work—and is hundreds of times more efficient. Big double brushes move at 660 rpm—a child can guide the PS with one hand. You get the Dormeyer PS—plus two scrubbing brushes, two polishing brushes, and two felt buffing pads—all at one unit price. The PS is ideal for homes, small offices, beauty shops, stores, etc. **Model 11**



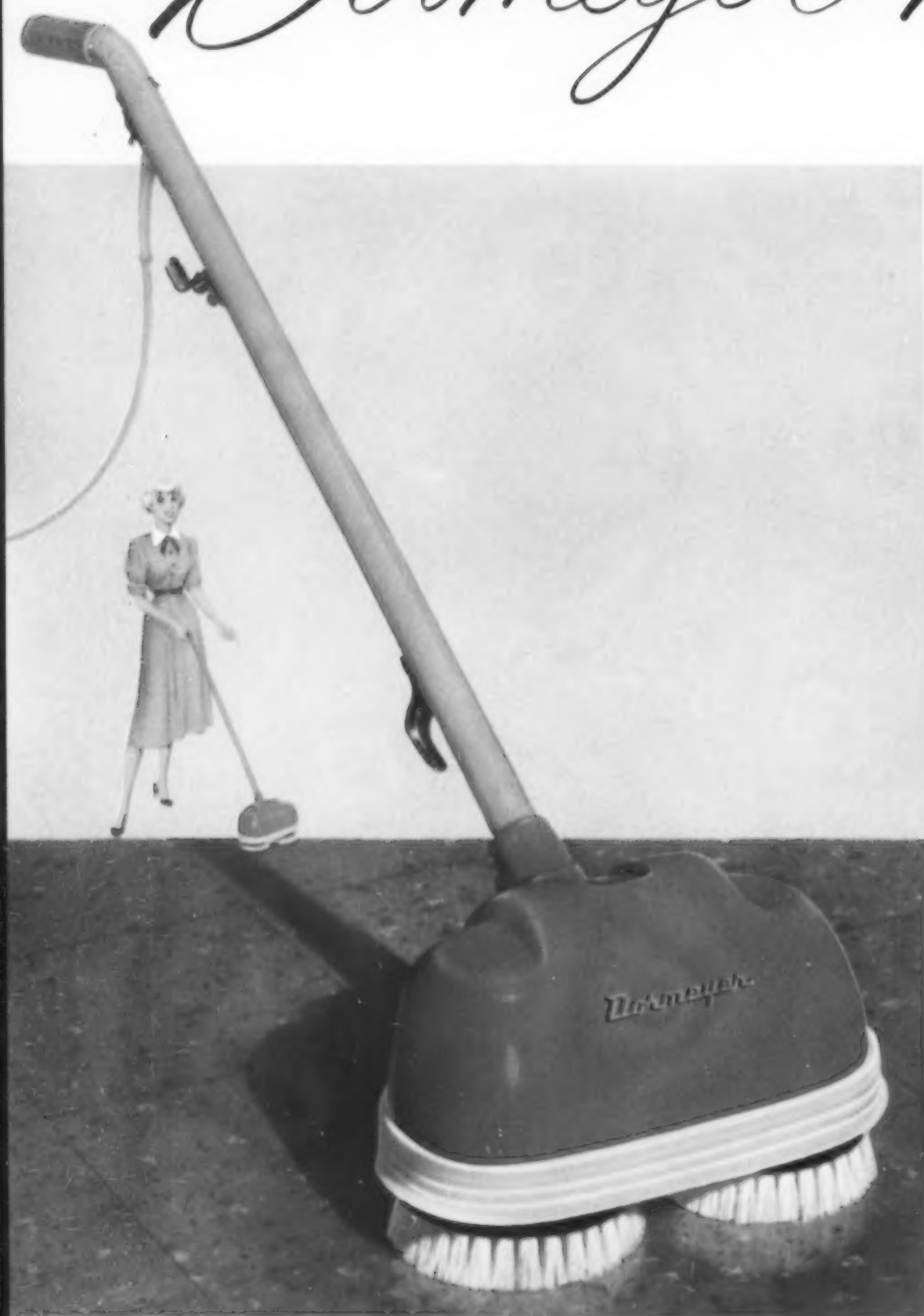
New Dormeyer *Tri-Way* Electric Cooker

featuring the Dorma-Stat Control

Amazing new Dorma-Stat Control plugs into socket in the wall. You choose the temperature you want and regulate it from the Dorma-Stat. Then—when the cooking job is done and the unit is unplugged—the whole unit can be immersed in dishwasher. Beautiful, gleaming forged aluminum. Handsome matching trim. The new Tri-Way is an appliance you'll be proud to own.

DORMEYER

Dormeyer Newcomers



Dormeyer Polisher-Scrubber

Takes the hard work out of housework!

Polishes and scrubs floors electrically! Now you can stand up to scrub, wax, and polish floors! The PS ends back-breaking dirty work—and is hundreds of times more efficient. Big double brushes move at 660 rpm—a child can guide the PS with one hand. You get the Dormeyer PS—plus two scrubbing brushes, two polishing brushes, and two felt buffing pads—all at one unit price. The PS is ideal for homes, small offices, beauty shops, stores, etc. **Model 11**



New Dormeyer *Fri-Way* Electric Fryer

featuring the Dorma-Stat Control

Amazing new Dorma-Stat Control plugs into socket. You choose the temperature you want and regulate it on the Dorma-Stat. Then—when the cooking job is done—is unplugged—the whole unit can be immersed in cold water. Beautiful, gleaming forged aluminum. Handsome modern design. The new Fri-Way is an appliance you'll be proud to own.

DORMEYER

ers! In time for Xmas!



Fri-Way Electric Skillet

Dorma-Stat Control

plugs into socket in the Fri-Way Skillet —
ant and regulate it from the control knob
ne cooking job is done and the Dorma-Stat
e immersed in dishwater for easy cleaning.
n. Handsome matching cover of polished alu-
aliance you'll be proud to own. **Model 20**



Dormeyer Grill-Well (family-sized electric griddle)

... and it's immersible, too!

If you have a large family—or if you do a lot of entertaining—this new Dormeyer Grill-Well is just the ticket. It's big enough to hold 15 good-sized hamburgers—over 215 square inches of cooking space. Made of bright-finished, cast aluminum. Sparkling aluminum cover with easy-to-adjust steam vent—optional. Heating unit is sealed in. Dorma-Stat Control governs temperature—and when removed, whole unit can be immersed in sink or dishpan for quick cleaning. Drainage channels, with reservoir to trap basting liquid. Just the thing for party fun or patio picnics. **Model 9900**

ZER

Chicago 10, Illinois

Makers of: Electric Mixers, Electric Skillets, Coffee-
Makers, Hurri-Hot Electric-Cups, Deep Fryers, Toasters,
Broilers, Irons, Electric Floor Polishers.

will want these



◀ New Dormeyer Princess

... chrome mixer for kitchen beauty

Grinds as well as mixes—to perfection! The beautiful new Dormeyer Princess, with an all-new, all-chrome mixing head—so smart and modern on your kitchen counter, so easy to keep clean. You get an electric food grinder, a mixer, complete juicing attachments—plus another big feature—the mixer head is detachable and portable for use anywhere in the kitchen. There are ten full-powered speeds, too—for the right speed for any mixing job. Automatic beater release, two opal glass mixing bowls.

Model 5700

Dormeyer Portable Mixers with 9 full speeds! ▶

The only portable mixers made with nine full-powered speeds—do every job a big mixer does and give you the advantage of portability, too. Dormeys are lightweight, easy to use—easy to store—only eight inches long! Extra large beaters won't slow down in even the heaviest batters. Dormeys are available in Chrome—and in four other kitchen-matched colors: Turquoise, White, Pink and Yellow. Model 9500 series.



58 DORMMEYERS!



◀ Dormeyer *Golden Goddess* Toaster

Beautiful 24-carat gold plate gives an appearance of richness and luxury to this fine Dormeyer Toaster. Actually thinks for itself. Unique mechanism takes the temperature and judges the moisture content of bread—then adjusts to deliver the kind of toast selected, light, dark, or golden brown. Extra wide wells for warming or toasting rusks, English muffins, waffles, etc. Hinged crumb tray for easy cleaning. Heat-resistant plastic handles and feet. Model 6306

Dormeyer *Golden Goddess* ▶ Coffee-Maker

A companion piece to the Golden Goddess Toaster. Sweeping, modern design, with base and trim of rich 24-carat gold. Perfect Perk Selector delivers three kinds of coffee—mild, medium or strong. Stainless steel—the finest metal available for making good coffee. Warm and Brew Selector keeps coffee hot, or re-heats cold coffee without re-brewing. Special "jewel" signal light flashes on to tell you when coffee is ready. Model 22



58 DORMMEYERS!



◀ Dormeyer *Golden Goddess* Toaster

Beautiful 24-carat gold plate gives an appearance of richness and luxury to this fine Dormeyer Toaster. Actually thinks for itself. Unique mechanism takes the temperature and judges the moisture content of bread—then adjusts to deliver the kind of toast selected, light, dark, or golden brown. Extra wide wells for warming or toasting rusks, English muffins, waffles, etc. Hinged crumb tray for easy cleaning. Heat-resistant plastic handles and feet.

Model 6306

Dormeyer *Golden Goddess* ▶ Coffee-Maker

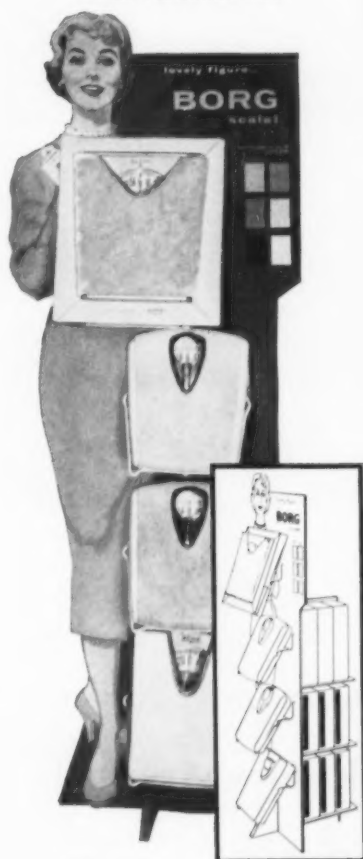
A companion piece to the Golden Goddess Toaster. Sweeping, modern design, with base and trim of rich 24-carat gold. Perfect Perk Selector delivers three kinds of coffee—mild, medium or strong. Stainless steel—the finest metal available for making good coffee. Warm and Brew Selector keeps coffee hot, or re-heats cold coffee without re-brewing. Special “jewel” signal light flashes on to tell you when coffee is ready. **Model 22**



"I sell
scales in
the ads and
in your store!"

TERRIFIC New Scale Display

... Featuring "Miss Borg"
who appears in
Fall National Ads



yours
with new deal by

BORG

The BIG name in bath scales

At your wholesaler now

MAJOR APPLIANCE SERVICE

STORY STARTS ON PAGE 88

With some models this job is a little troublesome. Take time enough, therefore, to do it well so that you will not have to start over.

Intake valves rarely leak onto the floor because in most of these no moving parts emerge from the valve interior.

Most of the other leaks, such as from the pump or other draining appurtenances, are handled like those for clothes washers. This detail was fully covered in the November, 1956, issue of ELECTRICAL MERCHANDISING.

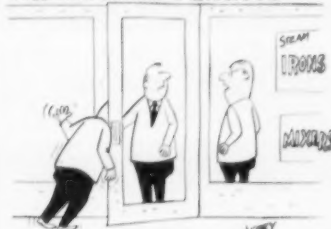
Noise. In spite of screens, strainers, and other guards, something from the load may find its way to the impeller and break it. And, quite obviously, any damage which upsets the dynamic balance of a high-speed revolving part will cause the machine to vibrate when it is running. You will not be called upon to renew the washing impeller very often, however, for in many models this part can be withdrawn after removal of nothing more than a thumbscrew. Hence, the customer herself will usually renew a broken impeller.

Prove the Work

In some cases you will find it a convenience to conduct a "dry" run through certain parts of a cycle in order to test repeatedly some automatic function which has failed to respond every time, such as the tripping mechanism for the detergent cup, the opening mechanism, or the like. This can be done by shutting off the water and "faking" the control. Just be sure that you do shut off the water, because some of the tripping adjustments are as touchy as a mousetrap and if you fool with them while the machine is running with water in it you may unintentionally trip the opening mechanism—and you'll wish you'd brought your umbrella!

Finally, after you are sure that everything responds as it should, run a "live" test through one complete period of operation. ... End

FRIDLEY APPLIANCE



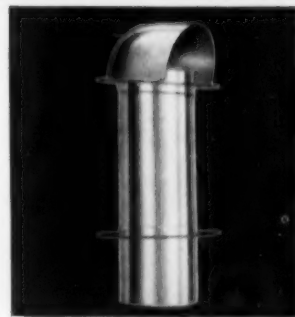
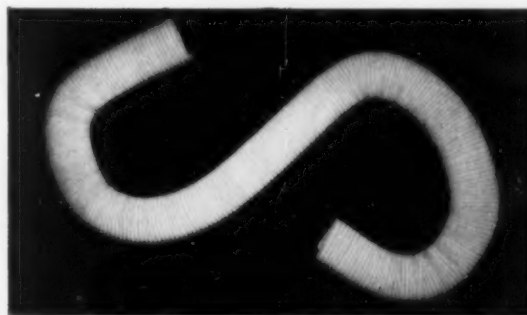
"I KNOW WE CLOSE PROMPTLY AT SIX, MORRIS. BUT ... I"

There's a Flex-Vent® Kit for every dryer model and every possible installation

Show your customer how lint, heat and moisture can be vented from his dryer easily and quickly with a Flex-Vent Kit.

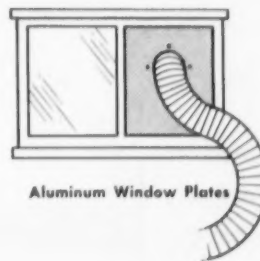
Look at these features...

- Gleaming white fiber glass ducting that is lightweight, flexible, easy to keep clean—matches all dryers.

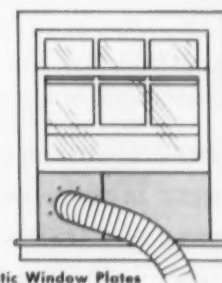


- All-aluminum vent hoods—will not rust—are weath-erproof and foolproof.

- Easy to install—by your serviceman or your customer.
- Minimum of stock to fit all dryer models.
- Accessories make any type of installation easy and practical.
- Flex-Vent is the only complete dryer venting line available.
- Assure customer satisfaction.



Aluminum Window Plates



Plastic Window Plates

Venting through windows is easy and makes a really neat job with transparent plastic window plates, aluminum window plates, or adjustable window plates for temporary installations... all a part of the complete Flex-Vent line.

Offer your customers the best in dryer venting equipment. Remember, it's the one complete line for all types of dryers that is approved

by all leading dryer manufacturers. For more information write us direct to Dept. 89, Flexible Tubing Corporation, Guilford, Conn.

Flexible Tubing

CORPORATION

GUILFORD, CONNECTICUT • LOS ANGELES 64, CALIFORNIA

Why handle a "look-alike" . . .
when there's the real thing
for easy sales—

UNIVERSAL *Coffeematic*

**Go with the Leader
 and make more sales
 ...easier!**

Yes, you make a bigger share of
 the sales when you feature America's
 finest coffeemaker line. For the
 Universal Coffeematic is:

- **FIRST** in customer acceptance
- **FIRST** in features and design
- **FIRST** in advertising support
- **FIRST** in full line selection

Make Coffeematic, America's Number
 One Coffeemaker, first with you, too!

**Fail to stock any one of these models and
 you'll lose approximately 1/3 of your sales**



8-cup Chrome Coffeematic
\$19.95



8-cup Chrome Coffeematic
\$26.95



10-cup Chrome Coffeematic
\$29.95

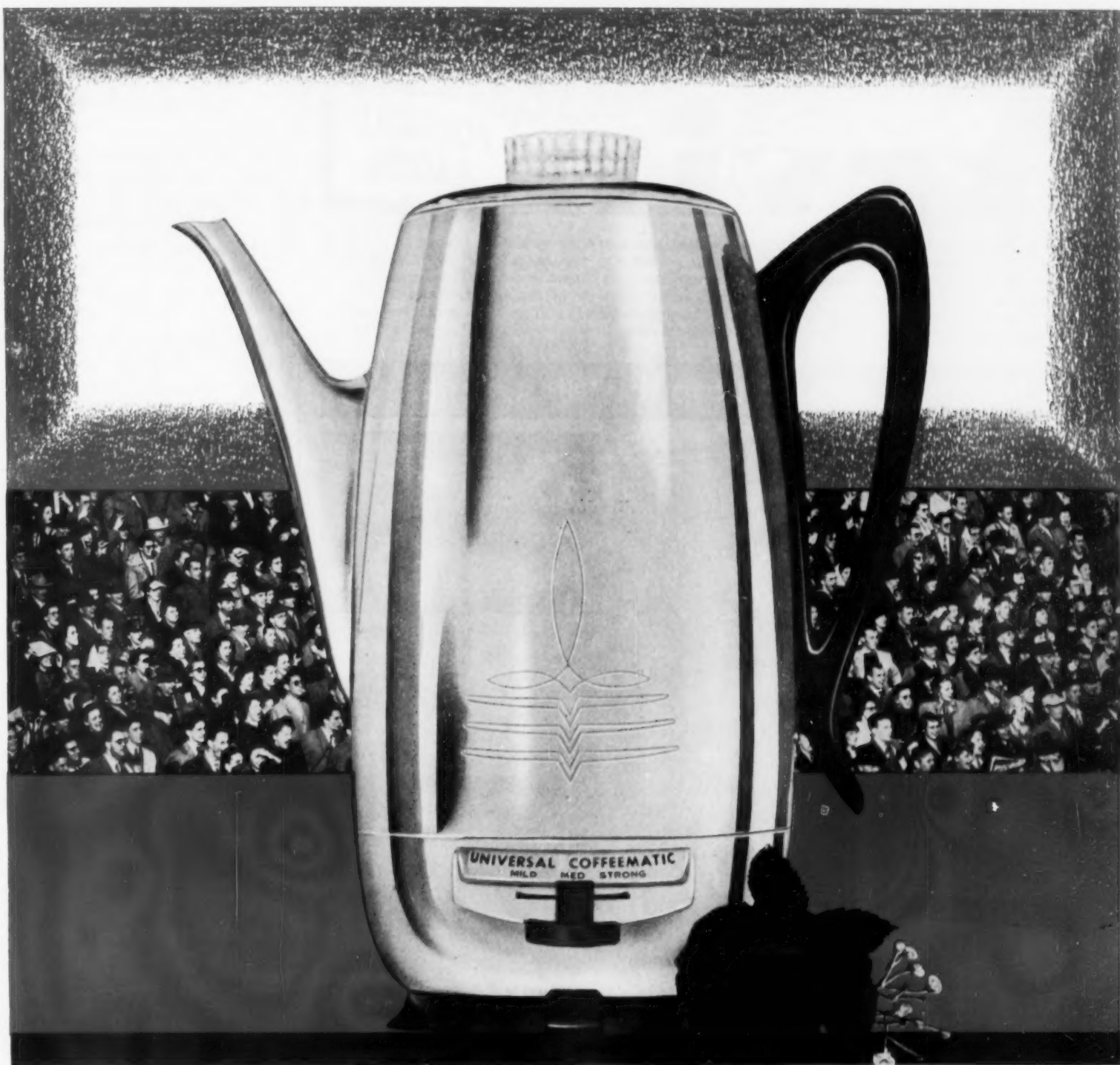
IF YOU STOCK JUST THE 2 "EIGHTS" YOU LOSE 1/3 OF SALES!

IF YOU STOCK JUST THE DELUXE "EIGHT" AND "TEN" YOU LOSE 1/3 OF SALES!

IF YOU STOCK JUST THE "TEN" YOU LOSE 2/3 OF SALES!

STOCK THE FULL LINE AND YOU MAKE EVERY SALE!

ONLY *Coffeematic* GIVES YOU A MODEL AND A PRICE FOR EVERYONE!



5-cup Chrome or Copper
\$19.95



8-cup Chrome Coffeematic
\$19.95



8-cup Chrome Coffeematic
\$26.95



10-cup Chrome Coffeematic
\$29.95



10-cup Copper Coffeematic
\$32.95

DOUBLE YOUR SALES WITH AMERICA'S FAVORITE COFFEEMAKER LINE

USE THIS BIG BONUS PROFIT OFFER

- 1.** Get a 4460 Coffeematic for \$10.00 and a FREE Xmas Display when you buy any six Coffeematics. **or** **2.** Get two 4460 Coffeematics for \$10.00 each and a FREE Xmas Display with any twelve Coffeematics.

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

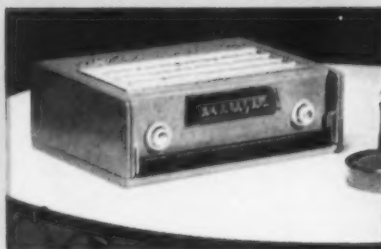
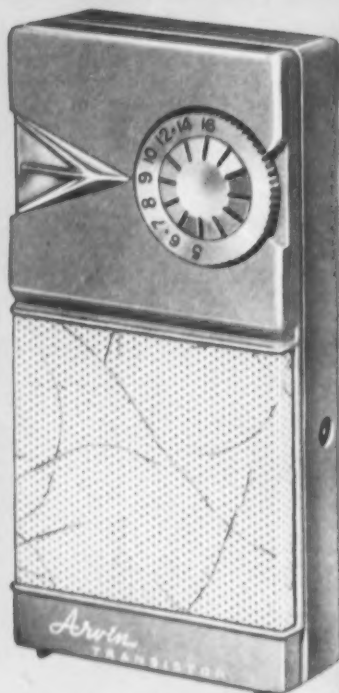
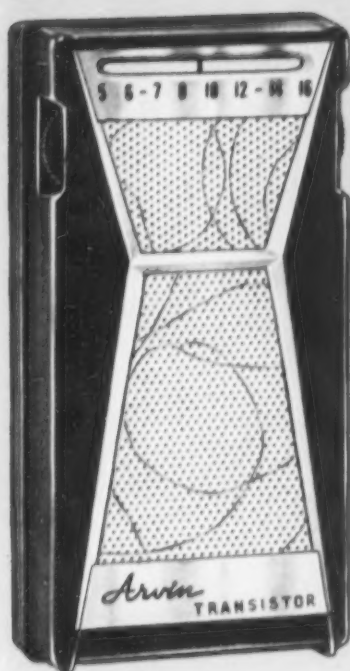
Best line ever, biggest year ever... for Arvin

**PORTABLE
RADIOS**

Superior in looks, superfine in performance, the Arvin line of transistor and 3-way portables leads easily in all it takes to catch attention and capture sales... One of the transistor sets and two of the 3-way portables feature the new Arvinyl-on-Aluminum case—non-breakable, scuff-proof, light-

weight and sparkling with fresh beauty... The two pocket-size transistors offer the utmost in smart, compact convenience... The 7-transistor set is the ultimate in distinguished appearance, ultra-serviceability... The 3-way portables combine the latest in dependability and superb styling.

4 transistor sets that top the latest trend!



7 TRANSISTORS FOR MAXIMUM SENSITIVITY

Serves as table model or portable, with reversible flip-switch dial. Printed wiring. Luggage-type cabinet in British tan or brown alligator. Batteries will last and last—one dealer operated this radio non-stop for 2380 hours! Model 9562, \$79.95*



6 LIFETIME TRANSISTORS IN A LIFETIME CASE

Arvinyl-on-aluminum cabinet is of textured vinyl laminated for life to lightweight, shatter-proof aluminum. Stays fresh, unmarred, unscarred, through years of use. 6 transistors. Printed wiring. Off-white or tan, gold trim. Model 9574, \$59.95*

TINY, TUBELESS AND TERRIFIC!

Two pocket-size powerhouses for hands-free, care-free listening. Each weighs less than a pound. Thumb-knob tuning. Automatic volume control. One long-life 9-volt battery. Pocket clip doubles as easel support. Earphone accessory extra. Unbreakable plastic cabinet. Model 9577 (left) 6 transistors, choice of ebony, Siamese pink or off-white, with gold trim, \$54.95*. Model 8576 (right) 5 transistors, black or turquoise, \$44.95*

*Portables priced less batteries; all prices suggested retail Zone 1.

3 new, superbly engineered 3-way portables!

4 TUBES PLUS RECTIFIER • PRINTED WIRING • AUTOMATIC VOLUME CONTROL



NEW! Arvinyl-on-aluminum case of mar-proof gray tweed plastic over unbreakable aluminum. Magnetenna in handle. Tops in style. Model 8571, \$31.95*



NEW! Fresh appeal for eye and ear! Luggage-type cabinet with leatherette cover in green or light tan. Shoulder-strap included. Model 8572, \$39.95*



NEW! Quality throughout. Lifetime Arvinyl cabinet in red or turquoise leatherette, with gold trim. Magnetenna in handle. Model 8573, \$34.95*

The complete Arvin radio line also includes 4 clock models to retail from \$29.95 to \$44.95; 4 table models, from \$19.95 to \$29.95; 2 twin speaker sets, \$34.95 and \$39.95; and an 8-tube AM/FM model at \$69.95*

NATIONALLY ADVERTISED in full color—in leading mass-circulation magazines.

Electronics and Appliances Division
Arvin INDUSTRIES, Inc.,
Columbus, Indiana

Arvin also makes Electric Heaters, Fans, Car Heaters, Ironing Tables, Leisure Furniture, "Charky" Grills.

THE TUBE BUSINESS

STORY STARTS ON PAGE 93

tubes is to separate them into piles and test like tubes one after another.

"Do It Yourself" Testers

Now on the market is a "do it yourself" tester which the customer operates. This one is widely favored for drug-stores, and hardware firms.

In metropolitan areas the tube business is something that will almost run without attention. All this is due to the fact that the distributor's men, teach the help what they need to know, check the stock, and keep it adequate.

Out of the metropolitan areas the dealer has to take more of the tube business on his own shoulders.

In the service end of the appliance business, the leading offender is the tube used in radio, television and in hi-fi. About 80 percent of the troubles of these appliances come from the tubes.

Retail prices average \$32 to \$34 for a 17-inch TV picture tube, and \$45 to \$50 for a 21-inch TV picture tube. Both carry a 25 percent discount to the dealer. TV and radio tubes cost the dealer around \$1.25 each and he gets \$2.50 to \$3 or better for them.

Every tube has a code date on it which means that the manufacturer will replace it free of charge during this period, if found defective. A dealer guarantee of a tube is usually 90 days.

Frank Mansfield, research man for Sylvania Electric Products, Inc., believes the future of the tube business is bright. By 1966, he estimates, there will be 96 million sockets to be filled, of which 62 million will be receiving tubes. End



"ABOUT THAT AIR CONDITIONER YOU INSTALLED. IT'S RUNNING BUT I DON'T FEEL A THING!"

...are you using the right service parts?

if they're not
**Factory
Specification
Parts**

you are risking your
service reputation



Here's why! Only Factory Specification Parts for RCA WHIRLPOOL appliances are made to exact original specifications . . . to fit right and work right with the first call. They cut costly service call-backs that create customer dissatisfaction. They help you keep service customers happy and satisfied . . . they insure you full service profits.

Protect yourself! Whenever the service job is on an RCA WHIRLPOOL, install only Factory Specification Parts. Inferior parts may seem the same — but they can't provide the same dependable, low cost service. Contact your RCA WHIRLPOOL distributor or A. P. J. A. jobber now. There is no substitute for quality . . . there is no substitute for a Factory Specification Part.

FSP*

Factory Specification Parts for



Whirlpool APPLIANCES

meet the toughest specifications in the industry

*Tmk.

Use of trademarks RCA and Whirlpool authorized by trademark owner Radio Corporation of America

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

MEET THE MONEY-MATE



Priced in the range most of your customers

Today's biggest value in music is RCA Victor's great new 2-speed "Victrola." It's entirely new—an automatic "45" that also plays one 33 $\frac{1}{3}$ rpm record automatically. That means you can now offer customers the two speeds they want most, for little more than the price of a "45" alone.

Practical! As a "45," the 2-speed "Victrola" plays up to 2 hours of "45" EP's. As a 33 $\frac{1}{3}$, it plays any 10- or 12-inch record. Your customer pays only for his favorite speeds—not for a speed he doesn't use.

Easy to operate—virtually trouble-free! World's most dependable record changer. Tone arm is feather-light to protect records. Deep, clear "Golden Throat" tone adds new brilliance to records.

Open a complete new market. Sell the people who want both "45's" and 33 $\frac{1}{3}$'s but who don't want to pay for outdated or less popular speeds. Order 2-speed "Victrolas" from your RCA Victor distributor now.



Lowest priced 2-speed attachment. Plugs into phone-lack of radio. Black and white. (91D1) \$32.95.



Low-priced with "Golden Throat" tone. Charcoal and coral or green and white. (9ED1) \$44.95.



Extra-powerful. Turquoise and antique white or sandalwood and terra cotta. (9ED2) \$49.95.



RCA VICTOR
RADIO CORPORATION OF AMERICA



Manufacturer's nationally advertised list prices shown, subject to change without notice. Slightly higher for West and South. RCA trademark for record and tape players.

E TO THE FABULOUS "45"

New RCA Victor 2-speed "Victrolas" specifically designed to give your customers the speeds they want most—33⅓ and "45"



Portable 2-speed "Victrola"® in 2-tone blue, or tan and brown simulated leather. Model (9ED31) \$49.95. Extra-powerful Deluxe model (9ED32) \$54.95.

are ready to pay—\$32.95 to \$54.95



Perry Como helps you sell! Offer 40 hits for \$5

All your customers do to get in on this great offer is buy any Fabulous "45" or 2-speed "Victrola." Then, for just \$5, you give them an album of ten "45" EP records valued at \$14.90. Album includes all-time hits like "Hot Diggity," "Temptation" and "Prisoner of Love."



Mighty advertising program helps pave the way to sales

RCA Victor backs your selling effort with a "powerhouse" national campaign in publications like: Life, Reader's Digest and Seventeen. TV and radio shows like: Monitor, The George Gobel Show, The Eddie Fisher Show, The Perry Como Show.

**YOU COULDN'T
"MOVE" MORE...
unless you
gave em
away!**



Crestwood

"Custom Formed"
**FULLY AUTOMATIC
ELECTRIC BLANKETS**

Only Northern—world's largest manufacturers—can offer you the fantastic Crestwood line—priced to outsell all competition—WITHOUT DISCOUNTING—and still allow you your FULL PROFIT MARK-UP! Crestwood even has quality features not found in competing brands at higher prices. In all models, sizes and popular colors to retail from \$19.95! Don't cut your profits, sell Crestwood!



**AVAILABLE ONLY THROUGH
YOUR DISTRIBUTOR**



NORTHERN ELECTRIC COMPANY, 5224 North Kedzie Avenue, Chicago 25, Illinois
WORLD'S LARGEST MANUFACTURERS OF ELECTRIC BLANKETS AND HEATING PADS

**In Colorful
SELF-
SELLING,
DISPLAY
Storage
Carton**

**PRICED
LOW FOR
BIG
VOLUME
SALES!
FULL PROFIT
MARK-UP!**

MOISTURE MAKERS AT LIST

STORY STARTS ON PAGE 96

out a Hygro-dial to the home and show that it lacks far less humidity than the 40 or 45 it should have, Mr. Smith makes virtually no sales in the home. Prospects walk into the store instead.

He relies on the doctors to tell his customers that they need moisture in their homes, and the croup story brings them in. He has a humidifier operating in the store and a group of five models about. Mr. Smith thinks that 95 percent of his sales are on a health basis. While he talks to his customers to find out what they want, he rarely sells them a humidistat (\$21). A humidistat is like a thermostat, which means it is an electric clock that turns the humidifier on and off like a thermostat turns the furnace off and on. The Smith technique is to hitch the furnace model to the blower wiring and have the two run together. Inasmuch as the season falls in the winter months, when the furnace is going, this works out perfectly, he says. If he makes a permanent installation, it takes about three hours' time to run up the water, and the customer pays accordingly.

Skokie Doesn't Rent

While Skokie Electric gets its share of the demand for rental models, it makes no rentals. The rental models cheat you out of a sale, says Mr. Smith, and his customers can afford to pay for them.

Over 20 years the store has accumulated a list of users, but does not send mail to them. Smith merely mentions their names to prospects. One installation will sell another, says Mr. Smith, and he has sold as many as six humidifiers from one job. An occasional ad run in the local papers reminds the doctors where these things can be obtained, and that is enough.

The marketing of humidifiers is peculiar, and the dealer must buy a number of months ahead. On

power mowers, Mr. Smith says, a dealer gets 5 percent for pre-season buying, but not with humidifiers. He invests around \$3,000 a year in these devices, and moves around 40 units a year. He feels the season for Glencoe is from November 15 to March 15, the winter months.

In St. Paul, Minn., General Electric Supply Co. has had experience and a good deal of success in distributing humidifiers. Ed Rex, sales manager of the specialty sales department, agrees that installment sales are small but thinks that 50 percent of the humidifiers are sold for health and 50 percent because of the damage heat does to fine furniture. It is a cold weather business, he says. Specialty stores do the best business, but humidifiers are carried by a number of types of outlets including drug stores. Purchases are usually made in lots of six or more.

A good device will put 3 to 6 gallons of water into the air per day. They must not put so much moisture in the air that it drips from the windows, but the little ones usually are too small to be efficient, and those that have to have heat applied—like a tea-kettle—are not so popular. The humidifier is fortunate in the fact that about 95 percent of today's house heating systems are hot forced air affairs, which permit the humidifier to employ the vents to distribute the moist air about the house. Where the family has a grand piano, they are natural prospects declare dealers, because pianos require a lot of moisture in the air if they are to stay in tune.

It is thought that not over 100,000 humidifiers a year are sold, of which 75,000 are in the low priced, drug store, vaporizer-type category. About 25,000 big ticket units (such as those made by Cory and Walton) move yearly, at an average price of \$60 to \$100. Not more than 5,000 dealers carry them. End

MORE AND MORE . . .

. . . sideline products are becoming an important factor in the successful appliance dealer's profit picture. Just what these products are and how they can be adapted to the needs of both urban and rural appliance-radio-TV dealers will be covered in an upcoming issue of . . .

ELECTRICAL MERCHANDISING

NOW

there's an exclusive DIFFERENCE in dryers!

NOW

you can DEMONSTRATE that difference!

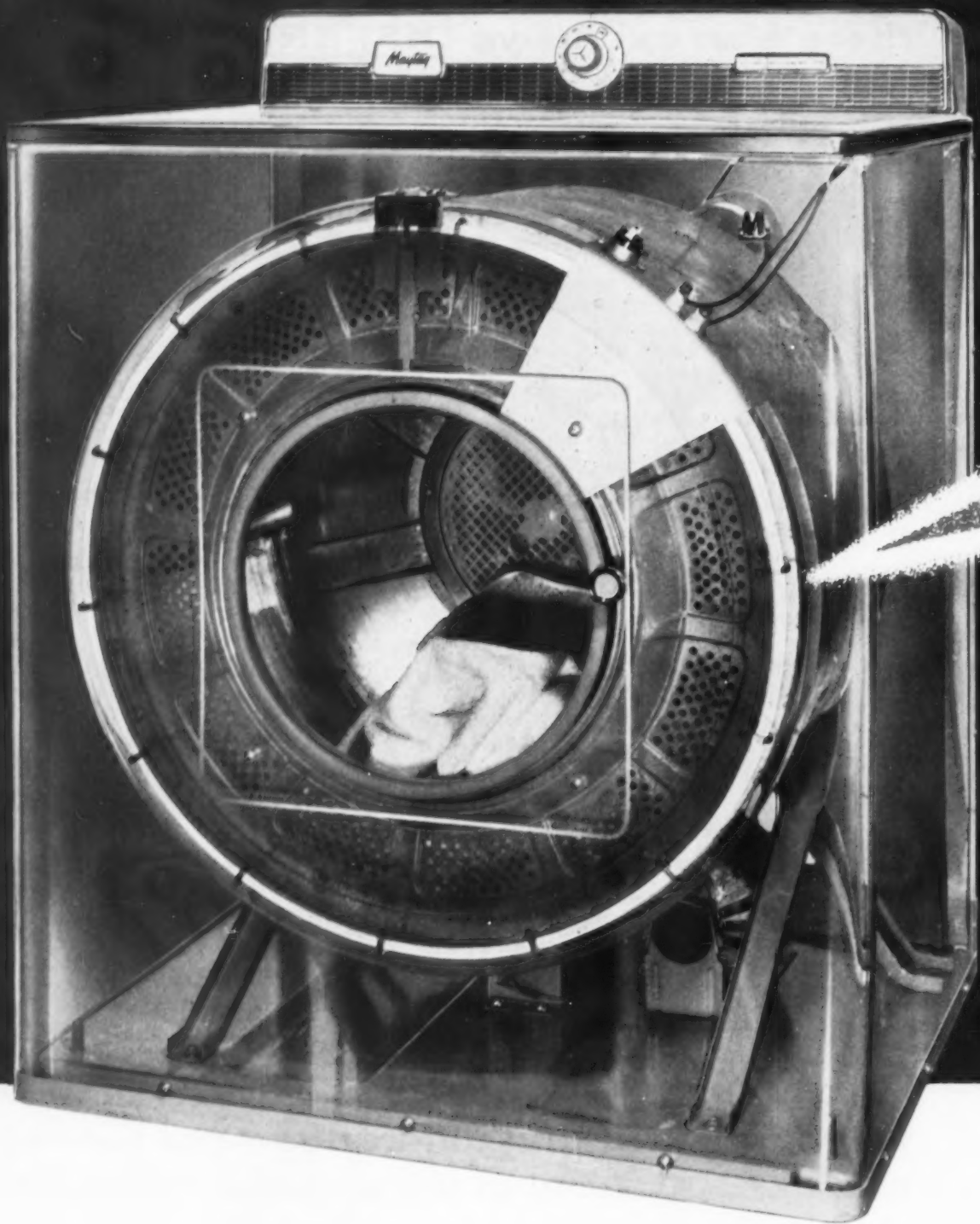
NOW

you can SELL that difference — not for \$400...
not for \$300...but in the popular \$200 price range!

MAYTAG HAS IT FOR YOU NOW



Exclusive New MAYTAG



Special Plastic Demonstrator built by Maytag to show customers how "Halo of Heat" Dryer operates.

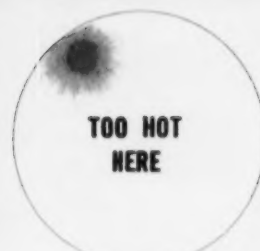
THE DRYER WITH THE DIFFERENCE YOU CAN DEMONSTRATE...

MAYTAG

"HALO OF HEAT" Dryer

No Hot Spots!

A gentle circle of heat surrounds clothes... fast-dries a full load in 26 minutes at little more than body temperature!



TOO HOT
HERE

Other dryers do this... Concentrated "hot spot" heat puts clothes in contact with heat up to 200°. Result: Overdrying is common.



GENTLE,
EVEN HEAT
SURROUNDS
YOUR CLOTHES

New Maytag Dryer does this... Regular loads dry at 100° to 110°. Ends overdrying. Yet clothes dry fast, fluffy and with fewer wrinkles.

Exclusive Maytag high-speed, low-heat Dryer

This amazing new Maytag will dry a full load of cottons in 26 minutes at little more than body temperature (100-110°). Clothes are then air-fluffed 3 minutes more so they come out soft, cool to the touch.



Push this button for automatic de-wrinkling! Exclusive "Wash 'n Wear" setting takes care of modern heat-sensitive fabrics and removes wear wrinkles to save ironing.



Exclusive Revolving Disc Lint Filter—pulls lint directly out of dryer drum, filters 100% of air flow. Snaps out for easy cleaning.



Exclusive! Dryer Case Stays Cool—Unique reverse air flow keeps dryer case cool (no insulation used in this dryer). Air in dryer changes every 2 seconds.



Special Air-Fluff Setting—Fluffs and tumbles garments in room-temperature air. For pillows, blankets, etc.

Additional advantages include: Automatic Timer Control—up to 120 minutes • Automatic Safety Door—drum stops when door is opened • Push-Button Temperature Selectors—include Regular Drying, Air Fluff, and "Wash 'n Wear" Setting • 3-Way Venting—through back or either side. 4" exhaust duct permits vent runs up to 30 feet • Gas or Electric Models—electrics work on either 115- or 230-volt current... gas models on City or LP Gas.

GAS OR ELECTRIC DRYERS



Make \$25.05 profit on this \$46.50 investment . . .



Buy the NEW Chromalox Micro-Pack featuring the faster moving, faster installing Improved Microtube II

Micro-Pack contains:

- Three 236-volt small units with adaptors
- Two 236-volt large units with adaptors
- One new Chromalox rod oven unit
- PLUS free display material—12" x 17" eye-catching plastic window display . . . 5" x 6" Chromalox window or door decals . . . 9½" x 27½" Chromalox Microtube four-color banners—with every order!

Cut service time, increase service profits with the new simplified Chromalox Microtube II. Simply press the adaptor ring into place . . . make electrical connections . . . and heating unit snaps into adaptor ring instantly. Special snap-in, snap-out adaptor clip design allows both slightly smaller and larger range openings to be fitted.

Easy to sell Microtube features:

- Snaps in and out for easy washing . . . permits range top to be cleared for cleaning
- New deep porcelain reflector and name disc wash clean . . . heat cannot discolor
- Slim flat Microtubes reach cooking temperatures in seconds . . . respond instantly to all types of switch changes . . . give unsurpassed heat distribution . . . add slim, trim beauty to old ranges.

Micro-Pack services 98% of all ranges.

Carry in your truck . . . save trips, and sell additional units. (In addition to standard Micro-Pack items, special dual voltage Microtube and thermostatically-controlled Microtubes are available if desired.)

Get the full story. Write for the new Microtube II catalog today.

CHROMALOX Electric Heat

Edwin L. Wiegand Company

7525 Thomas Boulevard, Pittsburgh 8, Pennsylvania • Churchill 2-6400

C-2269

"ONE STOP GETS THEM ALL . . . SEE YOUR CHROMALOX DISTRIBUTOR"



OVEN ELEMENTS—The first electric baking element designed, built and tested to heat replacement problems. Unit comes in two sizes to fit all regular and wide ovens with terminal openings centered in back wall. Easily installed—only pliers and screwdriver needed. Hinge assembly with permanent electrical connections eliminates the old prong-type terminal block.



IMMERSION WATER HEATER REPLACEMENTS—Chromalox is the only supplier that gives you Immersion type units and thermostats for ALL domestic water heaters. There's a flange to fit all tank openings. Just two types—single or double throw—thermostats do the entire job of replacing all types—immersion, clamped on, screw mounted. And the same thermostats are supplied on most heaters as original equipment.



NEW WRAP-AROUND WATER HEATER ELEMENTS feature both terminals at one end, free floating terminal block, spring loaded mounting for better contact. With Chromalox, only seven standard heaters and four standard extension straps fit all 14-16-18-20 and 22 inch tanks.

NEW PRODUCTS



ANNA A. NOONE

New Products Editor



RCA-Whirlpool Imperial Mark XII

RCA-WHIRLPOOL
1958 Laundry LineWhirlpool Corp.,
St. Joseph, Mich.

Models: New line consists of 6 automatic washers, 5 dryers (gas and electric); 3 wringer washers, and ironer.

Selling Features: Top-of-line Imperial Mark XII washer dial at left of control panel serves as built-in instruction book; illuminated console control panel features color-keyed controls for agitator speed, spin, water temperatures, wash cycle and washing time, insuring accurate selection of proper washing conditions for all fabrics—guide has same color indicators as controls: red, cotton-linens; purple, dacron-nylon-orelon; blue, corduroys, terry, chenille; orange for blends of dacron-nylon-orelon and embossed cotton; green, rayon; yellow, wool blankets.

Choice of 5 wash temperatures—hot, medium, warm, cool, cold; 2 wash speeds; 2 rinse temperatures—warm and gradually tempered cold for blends; selective wash time from 1-to-14 min.; 3 separate cycles—normal, gentle, and wash 'n wear.

Additional features include easily cleaned built-in lint filter; optional Suds-Miser; 10 lb. capacity; automatic infinite water level selector; ultra-violet germicidal lamp; interior floorlight; signal sounds at end of cycle and loading door automatically opens as washer shuts off; electrically operated push-button lid opens any time during spin cycle; spin action stops automatically; 42 in. high, 29 in. wide, 25½ in. deep.

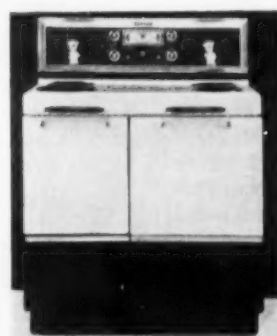
Imperial washer in pink, yellow or white has automatic fabric control; color-keyed settings for basic fabrics; 2 separate wash cycles; 3 wash water temperatures; infinite water level control adjustable to load size; built-in lint filter; electric pushbutton opens lid; 42 in. high, 29 in. wide, 25½ in. deep.

Supreme has 3-temp. wash water selection, infinite water level control, 10-lb. capacity; built-in lint filter; Suds-

Miser; illuminated top and control panel; built into timer control; fabric time cycle guide; guide-lite pointer shows cycle progress; automatic push-button door release; safety door shut-off during spin cycle; signal sounds at cycle end; white baked enamel with porcelain top; 42 in. high, 29 in. wide and 25½ in. deep.

Seventy washer has 10 lb. capacity, selection of 2-wash water temperatures; illuminated timer control with delicate fabric time cycle guide; built-in lint filter, signal sounds at end of wash cycle; optional Suds-Miser; 42½ in. high, 29 in. wide. Seventy dryer matches Seventy washer; takes 20 lbs. wet clothes; 5 settings: hot, medium, delicate, low and air—for every fabric in normal and wash-n-wear cycles; lint screen at cabinet top; front loading door, pushbutton-operated; automatically shuts off heat and tumble when opened; illuminated timer control regulates drying time.

Deluxe 20 washer is 24½ in. wide; has 8 lb. capacity; built-in lint filter; 2-temperature wash water selection; delicate fabric time cycle guide; flexible cycle; white baked enamel cabinet; available with casters; 26 in. high, 24½ in. deep. Another space-saver, Deluxe, is 24½ in. wide, 8 lb. capacity; delicate fabric time cycle guide; optional casters; selectable wash cycle; automatic fill regardless of water pressure. Matching Deluxe dryer in gas or electric for mobile use; electric plugs into any outlet; timer control provides up to 3 hrs. drying; 16 lbs. wet capacity; heat and tumbling automatically stop when door is opened.



Tappan Deluxe Range

TAPPAN ELECTRIC RANGES

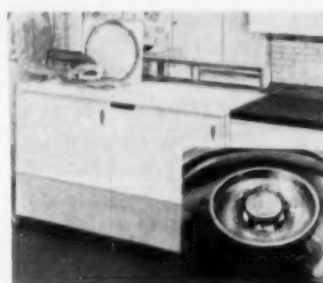
Tappan Stove Co.,
Mansfield, O.

Device: Tappan 36 in. "Tap-O-Matic" electric range series.

Selling Features: Divided top; deluxe model Tap-O-Matic instrument panel

is centrally located away from heat zone; lighted with new twin-type showcase lights; panel houses controls for Chromalox elements, oven clock for automatic cooking; bake and broil indicator lights and oven thermostat; top model has black and white contrasting panels.

Other features include Tappan convex-heat oven; waist-high Clean Quick broiler grill with aluminum pan and slotted grill, new rod-type oven and broiler units; large storage drawer on nylon rollers; flush-to-wall design fits built-in kitchens.



Kelvinator top washer and dryer WAH-10 and DEH-10. Inset shows Filter-Fountain

KELVINATOR 1958 Laundry Line

Kelvinator Div.,
American Motors Corp.,
Detroit, 32, Mich.

Models: Kelvinator 1958 laundry line includes 6 washers, 4 dryers, electric or gas, that can be combined to make 6 matched pairs.

Selling Features: Redesigned line with "built-in" look square corner construction and uniform washer and dryer cabinet widths of 27-in. with 36-in. counter-top height may be installed flush-to-wall.

Washer features include "Magic Minute" 60 seconds pre-scrub before regular washing begins on all 1958 models; "Filter Fountain", automatic lint filter removes lint, filters wash and rinse waters over and over so lint and fuzz cannot be recirculated; also dispenses powdered bleaches, bluing and detergents. "Suds Back" suds-saver pumps wash water into tubs where it can be pumped back to washer to save detergent and hot water; 3-wash temperatures available—cold, warm or hot for all type fabrics; 2 separate and complete wash and spin speeds—high for regular, normally soiled clothes; low for light soil and delicate fabrics; 2-rinse temperatures, hot or cold; all models have 9 lb. dry capacity and are available in pink, yellow, turquoise or white.

Dryer features include low temperature wrinkle-free drying with 5-min. cool off for synthetics, wash-and-wear suits etc; "fluff-drying" that fluffs clothes by tumbling without heat; super-fast for drying family-size load in same time as wash load; economizer light that glows whenever heating unit is off; interior floodlight; safe door automatically shuts off when door is opened and restarts when closed; all models hold 18 lbs. wet clothes; are manufactured in pink, yellow, turquoise, white.

Top of line washer model WAH-10—2-cycle has all automatic features, panoramic control panel easy to read; shows at glance each phase of wash cycle; fluorescent light behind panel; double porcelain tubs; cabinet top, sides and front porcelain finished. WAH-10 washer and matching dryers DEH-10 (electric) and DGH-10 (gas) available in 3 colors; dryers have settings from 5 to 135 min; flexible cycle can be stopped to shorten or extend period; wrinkle-free drying.

WAH-9 washer has 2 cycles for regular and fine fabrics; timer control may be stopped to skip, repeat, lengthen or shorten cycle; "Filter Fountain" new double tubs. Matching DEH-9 and DGH-9 dryers have automatic timer control dial from 5 to 135 min. "fluff drying"; wrinkle-free drying; washer and dryer have backward light. DEH-9 and DGH-9 match WAH-9 and WAH-6 washers.

WAH-6 popular-price washer has regular and fine fabric cycle; "Filter Fountain" hot or warm wash water selection automatically determine rinse water temperatures; porcelain-finished double tubs; porcelain washer top.

WAH-5 washer has 2 cycles—regular and fine; water temperature control for hot or warm washing; 3-way rinsing; double porcelain-finished tubs.

DEH-5 and DGH-5 electric and gas dryers have automatic timer controls for 5 to 125 min.; heating units cycled on and off for proper drying temperatures; both models match WAH-5 and WAH-2 washers.

WAH-2 washer takes 34 min. for complete wash cycle including "Magic Minute" pre-scrub; control dial for hot or warm wash water selection.

WAH-1 washer has 34-min. wash cycle, 3-way wash action; automatic timer control permits partial loads. DEH-1 and DGH-1 matching dryers have timer control for 5 to 135 min.; controlled high volume warm air flow; element cycles on and off; concealed lint trap and exhausts from back or side.



41% of the people in air-conditioned homes read

Reader's Digest reaches more owners of air conditioners—more purchasers of electrical appliances—than any other magazine

IF YOU WANT TO SELL a sound night's sleep to a hardworking male, or a cool day's work to a housewife, you can reach more of them in Reader's Digest than in any other magazine—over 32 million Americans every month. And now a major market study shows why the Digest's alert, well-informed audience offers a unique advertising opportunity to manufacturers in this field.

Although the Digest reaches more owners of air conditioners than any other magazine, it also reaches 28 million people who do not yet have air-conditioned homes.

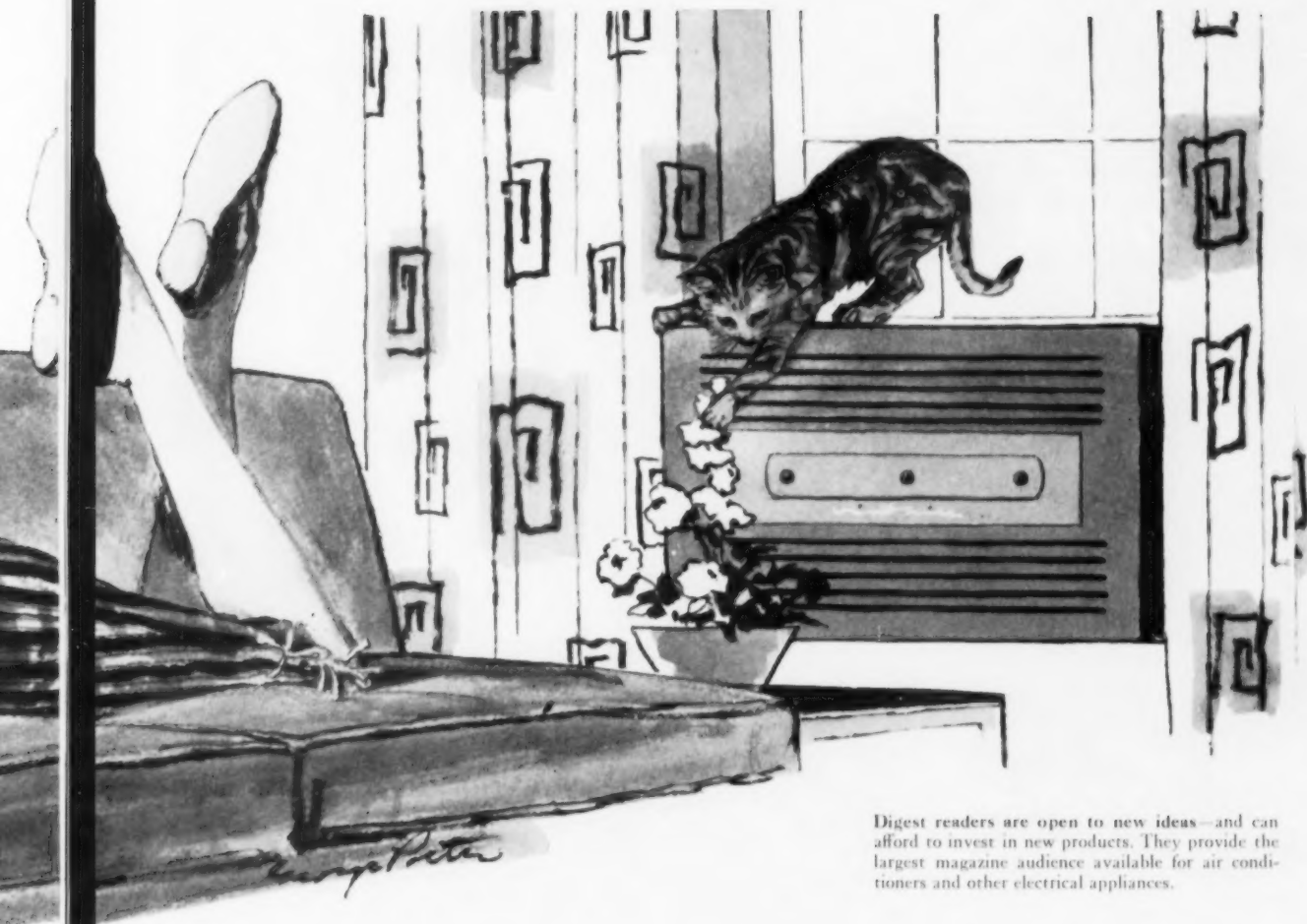
Why are they such good prospects? Because the

Digest reaches 37% of all Americans who enjoy family incomes of \$7,000 or over—people who own one-third of all electrical appliances and can afford to buy more.

**Advertising in Reader's Digest has
168 million opportunities to be
seen in a single issue.**

Here is why: this new study shows that each reader turns to his copy on 5.3 different days. With 32 million readers, this gives a total of 168 million "reading days" . . . 168 million opportunities for your message to be seen, to be read, and to "sell."

In opportunities to sell, the Digest leads all



Digest readers are open to new ideas—and can afford to invest in new products. They provide the largest magazine audience available for air conditioners and other electrical appliances.

America's favorite magazine

other magazines studied by more than three to one.*

Audience and readership reflect the Digest's greatest power: the faith of its readers. More people read this magazine—and turn to it more often—because people have faith in what they find here. And faith leads to action.

That is why advertisers spent 63% more in Reader's Digest in the first six months of 1957 than in the same months of 1956.

Selling opportunities meant sales for Lennox

Here is what Mr. J. R. Merrill, advertising and production manager of Lennox Industries had to say about air-conditioner advertising in the Digest: "The impact was instantaneous. We are convinced that the Digest produces impressive results because people turn to it in a thoughtful, reading mood."

*Data from: "A Study of Seven Publications" conducted by Alfred Politz Research, Inc.

Now you can take advantage of the Digest's unusual *new* opportunities—available at a surprisingly low cost per thousand readers. Call us for an analysis of the Digest's coverage of your market in the U.S.—and around the world. In New York, call MUrray Hill 4-7000; in Chicago, WHitehall 4-2544; in Detroit, TRinity 5-9600; in Los Angeles, OLive 3-0380; in San Francisco, EXbrook 2-3057. Or write to: Reader's Digest, 230 Park Ave., New York 17, N. Y.

People have faith in

Reader's Digest

*America's largest magazine circulation—
Over 11 million copies sold every month*

introducing . . .

the

exciting

new line

of

 **ingraham**
electric clocks

styled and priced to sell on sight



the electric clocks with the
wide-awake look!

Ingraham

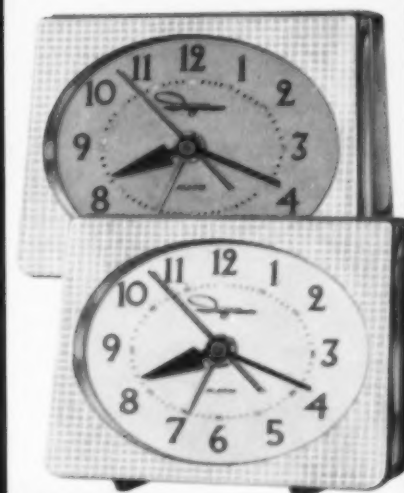
Makers of fine clocks since 1831



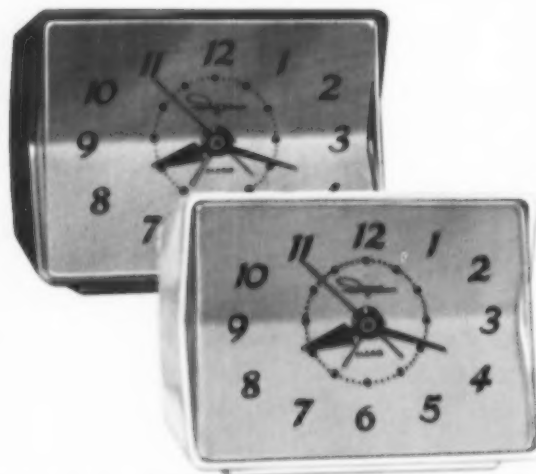
INGRAHAM GLOBE

Electric alarm. Bone white plastic case with wrap-around crystal. Plain blue and white dial or luminous dial in midnight blue. 3½" high, 4½" wide.

NA801 Globe Retail \$5.95
NA809 Globe, luminous Retail \$6.95



Ingraham



INGRAHAM FLAIR

Electric alarm. Unique in-swept metallic textured dial with clear crystal. Ivory-color case with golden-color dial. Decorator gray case with silvertone-color dial. 4" high, 5" wide.

BA601 Flair, ivory case Retail \$6.98
BA600 Flair, gray case Retail \$6.98



INGRAHAM CUSTOM

Chime bell alarm. Solid brass case, brushed satin finish. Raised brass numerals, polished brass spear hands. Gift packed. 5½" high, 3¼" wide.

NA805 Custom Retail \$14.95



INGRAHAM PRINCESS

Electric alarm. Delicately ribbed, easy-to-read swept-back dial with transparent flared crystal. Case tapers smartly and comes in pink and blue morning glory colors, or alabaster. 3¾" high, 4½" wide.

BA605 Princess, blue case Retail \$4.98
BA606 Princess, alabaster case Retail \$5.48
BA607 Princess, pink case, luminous Retail \$5.98
BA604 Princess, alabaster case, luminous Retail \$6.48





INGRAHAM REGENT

Electric alarm. Textured golden color front. Dove gray case and dial with dark blue numerals. Tan case with matching numerals on sand-color dial. 3 3/4" high, 5" wide.

BA608 Regent, gray case
Retail \$7.98
BA609 Regent, tan case
Retail \$7.98



INGRAHAM EMPRESS

Electric alarm. Elegant tapering oval design. Classic Roman numerals and golden-color minute markings. Alabaster-color case with dial that simulates a pool of liquid gold and bronze. Marbleized rose quartz case with delicate pink and snow white dial. 3 1/2" high, 6" wide.

BA602 Empress, alabaster case
Retail \$9.50
BA603 Empress, pink case
Retail \$9.50



INGRAHAM RIO

Electric alarm. Pink or ivory-color Lustrex case. White dial with Arabic numerals on a light gray paneled background. Also available with charcoal-color dial and luminous numerals on a background paneled in contrasting shades of gray. 3 3/8" high, 3 3/8" wide.

NA702 Rio, pink case
Retail \$3.98
NA702A Rio, ivory case
Retail \$3.98
NA703 Rio, pink case, luminous
Retail \$4.98
NA703A Rio, ivory case, luminous
Retail \$4.98



All prices plus taxes.

All prices and specifications subject to change.



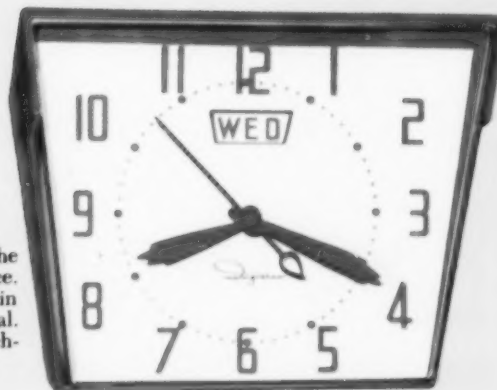
INGRAHAM MURAL

Electric kitchen wall clock. Oval case with concave frame. Poppy red and white dial or apple green and white dial. 7 1/4" high, 6 1/4" wide.

NT724 Mural, red dial
Retail \$5.98
NT725 Mural, green dial
Retail \$5.98

INGRAHAM CALENDAR

Electric wall clock that tells the day of the week at a glance. Unique, keystone-shaped case in flame red with red or white dial. Also, azure blue case with matching dial. 6" high, 7 1/2" wide.



NT723 Calendar, red case, red dial Retail \$8.98
NT727 Calendar, red case, white dial Retail \$8.98
NT726 Calendar, blue case, blue dial Retail \$8.98



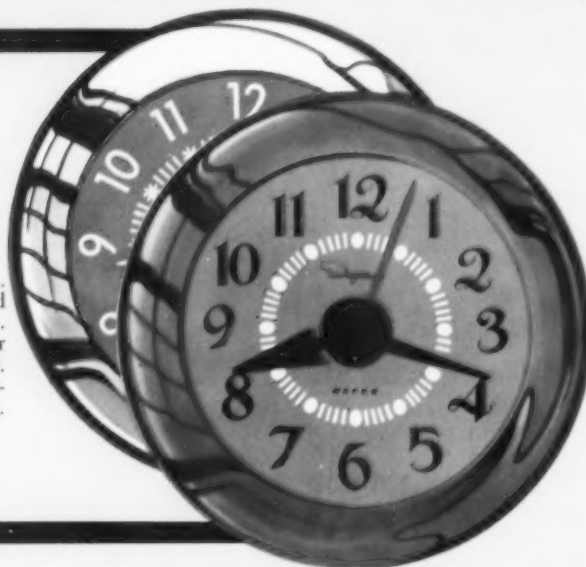
INGRAHAM MODERNE Electric wall clock. Tomato red case, chrome dial with red center, white hands and numerals, black sweep second hand. Warm charcoal gray case, copper dial with soft yellow center, black hands, white numerals, red sweep second hand.

NT730 Moderne, chrome dial Retail \$6.98
NT731 Moderne, copper dial Retail \$6.98



INGRAHAM WAFER

Electric kitchen wall clock. Durable metal case finished in chrome or copper. Chrome case has either white or juniper green dial. Copper case has sherry-color dial. 7" case, 5" dial.



SK174 Wafer, chrome case, white dial . . . Retail \$4.98
NT729 Wafer, chrome case, green dial . . . Retail \$4.98
NT728 Wafer, copper case, sherry dial . . . Retail \$4.98



INGRAHAM MODE Electric kitchen wall clock. Bone white case. Dial in white, red, yellow, turquoise. 6" diameter.

NT704 Mode, white dial Retail \$3.98
NT704A Mode, red dial Retail \$3.98
NT704B Mode, yellow dial Retail \$3.98
NT704C Mode, turquoise dial Retail \$3.98

Ingraham Synchro-dyne Motor

Ingraham's fresh new look in electric clocks was made possible by this extremely compact power unit. It untied the designer's hands and enabled him to come up with case designs impossible with the bulky motors of the past . . . case designs that only Ingraham can produce.

Ingraham has been building precision electric timing devices for twenty-five years—for military, industrial and major appliance applications with the most exacting specifications. This new Synchro-dyne motor is the result of a thirty-million motor experience. Its lower speed (400 rpm instead of the usual 3600 rpm) means longer life and super-silent operation. Its patented Burghoff rotor means more dependable performance. And its Ingraloy bearings and special silicone lubrication assure whisper quietness.



All prices plus taxes. All prices and specifications subject to change.

THE E. INGRAHAM COMPANY • BRISTOL, CONNECTICUT



Frigidaire Custom Imperial washer and dryer

FRIGIDAIRE 1958 Laundry Line

Frigidaire Div.,
General Motors Corp.,
Dayton, 1, Ohio

Models: Frigidaire 1958 line includes 6 washers and 5 dryers.

Selling Features: Washers include 2 Custom Imperial models WCI-58 and WCIR-58 and a WI-58 Imperial with "Unimatic" type wash mechanism; 2 Deluxe models, WDP-58 and WD-58 with "Pulsa-matic" washing units; and a budget priced WS-58 Super.

"Ultra-Clean" rub-free, live-water action provides clean clothes; agitator sets up surging energized water currents that flex clothes gently, opening fabric pores and flushing out deep-down dirt; lint, dirt and scum are swept away by special "lint chaser" through exits at tub top.



Frigidaire underwater dispenser

Underwater dispenser makes it possible to tint clothes automatically by pouring proper amount of tinting material into removable tint or bleach cup in agitator top, coloring is automatically released by underwater dispenser. Dispenser also distributes detergent, bleach, fabric softeners underwater automatically.

Built-in "sudsWater saver" operates automatically at turn of dial; washer stores sudsy water in own bulkhead container, permitting re-use without need of separate tub. Features high spin-drying water extraction.

Top models have "small" and "normal" load cycle—on "small" load, they wash, rinse and spin-dry in 12 min., using 4 less water, time detergent and electricity; instructions permanently fired into lid; all controls on full-width illuminated back panel easy to see and use; control dials on some washers color-keyed; illuminated timer has turquoise band indicating settings for "normal" and yellow for "small" loads.

Dryer line has special "wrinkles-

NEW PRODUCTS

away" feature that removes wrinkles from many man-made fabrics, eliminates ironing; new cycle removes wrinkles from just-washed clothes, even "drip-dry" and smooths out wrinkles in washables mused through use or storage.

Custom Imperial DCI-58 (240 volt) and **DCI-1-58** (120 volt) have illuminated guide that gives specific heat settings for various fabrics; "Drying temperature control" provides infinite heat settings, with 5 most frequently used specified on fabric guide" shown on dial; includes high, medium, low, delicate and no-heat. "Filtrator" controls heat, lint and moisture without venting or plumbing; toe-pedal opens door; safety switch automatically stops dryer when door is opened.

Other dryers include Imperial DI-58, Deluxe DDP-58 and Deluxe DD-58 all with large lint traps.

"Ultra-Clean" washers and "Fabric-Master" dryers come in turquoise, yellow, as well as white, pink, charcoal. Many models porcelain inside and out. **Prices:** Washers, from \$229.95 for WS-58, to \$389.95 for WCIR-58; dryers, from \$189.96 for DD-58 to \$319.95 for both Custom Imperials.



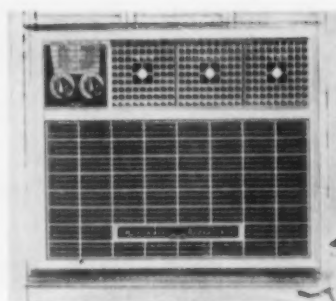
Toastmaster coffeemaker No. 5D1

TOASTMASTER Coffeemaker

Toastmaster Div.,
McGraw-Edison Co.,
Elgin, Ill.

Device: Toastmaster coffeemaker No. 5D1.

Selling Features: Dual heating elements with dual thermostatic control; percolator element 450 watts, auxiliary element 550 watts; Flavor Dome and spreader plate give even distribution of water over coffee for maximum flavor extraction; stainless steel "geyser action" pump starts almost immediately to provide more water faster; flavor control at front for selecting mild to strong coffee; pilot light shown when coffee is brewed, ready to drink; dual control shuts off percolation before unwanted extraction of bitter, woody ingredients; auxiliary element keeps coffee hot without re-perking as long as desired; makes from 3 to 10 cups; no-drip stainless steel spout; balanced handle; cup marks inside pot; chrome plated copper body. **Price:** \$29.95.



Mitchell Ultra-Thin air conditioner

MITCHELL Reversed Cycle Heat Pump Conditioners

Mitchell Mfg. Co.,
Div. Cory Corp.,
3200 W. Peterson Ave.,
Chicago, Ill.

Device: Three new lines of reversed cycle heat pump air conditioners—in Advance, Roto-Cone and Ultra-thin styles.

Selling Features: Newly developed instantaneous reverse cycle switch as part of weath'r dial; available in 1/2, 1, 1 1/2 and 2 h.p. sizes; all models feature new type reverse cycle valve which allows conditioner to be electrically switched from heat to cool. **RC-157 Advance** model in 1/2 h.p. size operates on 115 volts and provides 6,000 Btu/hr. heating; **RC-1057 Advance**, 1-h.p. unit operates on 230 volts, 8500 Btus heat; **RC-12357 Advance** 2 h.p. model operates on 230 with 17,000 Btus; **RC-257 Roto-Cone**, 1/2 h.p. **RC-2157 1-h.p. Roto-Cone** and **RC-457 Ultra-Thin** 1/2 h.p. model all operate on 115 volts; **RC-4007, Ultra-Thin**, 1-h.p. model operates on 230 volts.



Speed Queen Royal Pair washer and dryer

SPEED QUEEN Laundry Line

Speed Queen Div.,
McGraw-Edison Co.,
Ripon, Wis.

Models: Speed-Queen 1958 "Golden Anniversary" washer and dryer line includes Royal Pair top-of-line models.

Selling Features: Royal Pair A-22 washer has stainless steel tub; white enameled cabinet; porcelain top; gold trimmed illuminated control panel; pre-selection of hot, warm or cold wash water, also of warm or cold rinse water; automatic rinse conditioner takes powder or liquid bleach, bluing or softener; new "wash-n-wear" switch automatically

eliminates spinning drip-dry fabrics; built-in suds saver floats away lint, dirt and scum into drain then starts suds saver operation; available on A-21 and A-22.

Other features include 2-cycle timer; aerated water fill inlet; 1/2 h.p. motor; aluminum agitator; 8 lb. capacity; selectable water consumption to 35 gal. maximum.

Royal Pair dryer No. 107 electric and No. 133 gas, feature stainless steel drum; in-a-door lint trap; automatic door safety stop; foot operated door pedal; flexible operation—skips, repeats, shortens any part of cycle at flick of switch; wash-n-wear selection provides high, low, no heat for wash-n-wear drying; 8 lb. capacity; ozone lamp; 1/6 h.p. motor; easily vented in any direction; vent located high at rear.

Other models in line include A-20 heavy duty automatic washer; No. 133 and 132 gas dryers; No. 106 electric and No. 131 gas; also a Deluxe wringer washer No. 91.



Sequoia built-in central cleaning system

SEQUOIA Central Vacuum System

Sequoia Vacuum Systems,
190 Brittan Ave.,
San Carlos, Calif.

Device: Sequoia Built-in central vacuum cleaning system for homes.

Selling Features: User merely slides a 21ft. vinyl plastic hose into a wall or floor inlet to clean house; a tank-type receptacle, usually located in garage, connects to various inlets (one inlet serves approximately 500 sq. ft.; dirt, dust, pollen are sucked completely out of house; other features include 1-stroke cleaning action; flat nozzle with hinge action to stay flat on floor; no nozzle tilt-up to lose suction, clearance under low furniture.

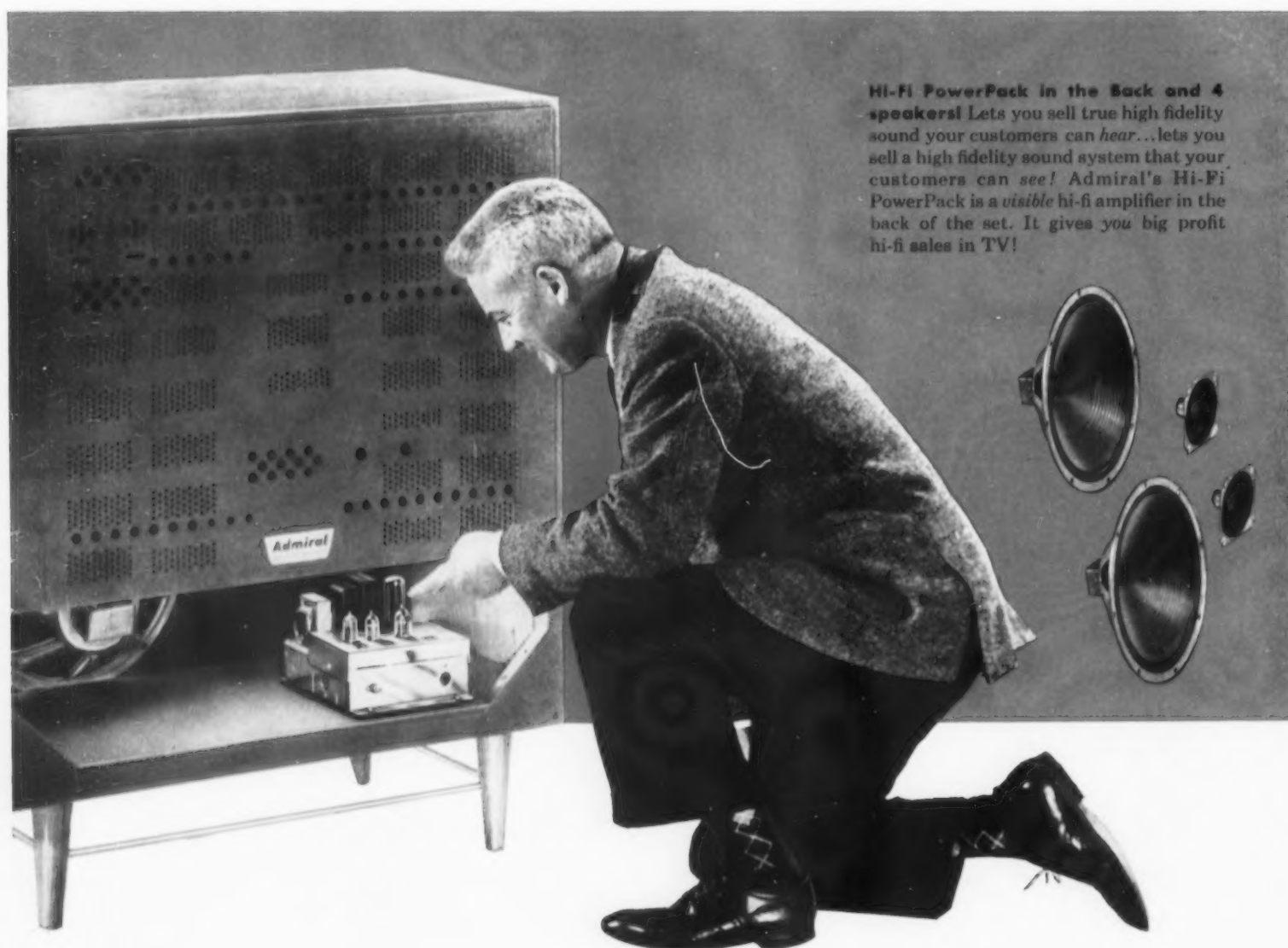
Deluxe model for 3000 sq. ft. and over has 1 1/2 h.p. motor (1060 watts) operating from 110 volts a.c. d.c. heavy-duty, multi-stage turbine motor fans, 120 cfm; dirt receptacle has 15 gal. max. capacity; bag keeps suction up to full capacity, resists soot, alkalies, rot and mildew and is fire resistant; no venting of exhaust necessary; duct system comprises 2-in. aluminum piping in 12-ft. extruded lengths.

Regular model for homes with less than 3000 sq ft has 1/2 h.p. motor with 90 cfm; dirt receptacles specs are same as Deluxe.

The word is out...

ADMIRAL IS

*Exciting New Models! All new from front to back...
top to bottom...inside and out with
features you can demonstrate and sell.
Not just a face lifting but a whole new face and "body."*



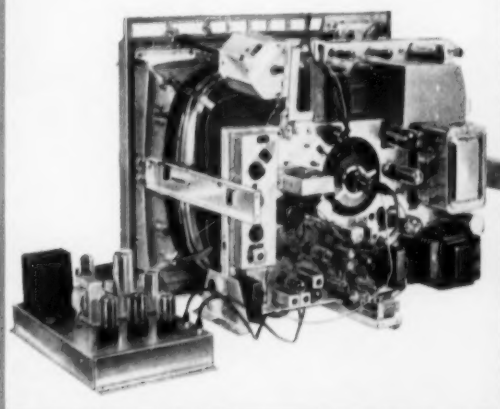
Hi-Fi PowerPack in the Back and 4 speakers! Lets you sell true high fidelity sound your customers can hear...lets you sell a high fidelity sound system that your customers can see! Admiral's Hi-Fi PowerPack is a visible hi-fi amplifier in the back of the set. It gives you big profit hi-fi sales in TV!

HOT!

Two-Way New Look! Admiral — unlike competition — did not stop with the *slim look* as a new TV feature! Admiral is the one and only TV line that is completely re-styled. It takes *full* advantage of the flush-to-the-wall styling made possible by Admiral's new, shorter 110° picture tube. Exclusively Admiral, too, is the Golden Picture Frame styling with Straight Line Tuning Panel!



Son-r Dual Remote Control! The first and only remote control unit that operates both TV and Hi-Fi! Son-r turns on the phono...selects volume...rejects records...turns it off! Son-r turns on the TV...selects volume...changes channels...turns it off! Son-r turns on the radio...selects volume...turns it off!



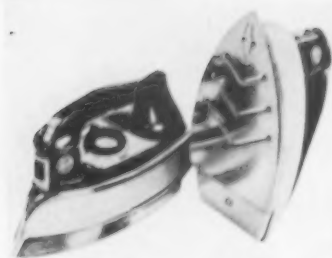
New "battleship" construction! — Picture tube married to chassis for greater dependability, easiest servicing. Industry's finest push-pull audio amplifier. Phono jack on back lets you play FM-AM tuner or record player through hi-fi speaker system. Built-in radiation shield. Trouble-free Mylar condensers.



Built to take it! In Admiral's famous Vibration Test, an Admiral Portable TV is jarred and jolted 7200 times a minute—over 400,000 times in an hour...and the picture stays perfect! That's because Admiral's "Power Plated" Chassis is virtually 100% automation built by foolproof, precision machines.

Call your Admiral Distributor now and get the facts!

Admiral®



Hoover steam-dry iron with stainless soleplate

HOOVER Steam-Dry Irons

The Hoover Co.,
North Canton, Ohio

Models: No. 4220 and No. 4330 combination steam and dry irons.

Selling Features: No. 4220 has brushed aluminum soleplate and No. 4330 has stainless steel soleplate; both are flash type; easy to switch from steam to dry ironing with thumb switch in handle; thermostat control dial has one setting for steam and 7 separate settings for dry ironing that ranges from synthetics at low end to linen and a separate high at top of range; wide opening in front of handle for easy filling; special "channels" in soleplate provide film of steam between fabric and soleplate; 90 in. cord; handy heel rest; handle design allows cool air to circulate between handle and water reservoir; beveled soleplate and button nooks; No. 4220 has 1000 watt tubular element cast into soleplate; No. 4330 has 1100 watt element; both weigh 3 lbs. 8 oz empty and have 8 oz. water capacity.



Fresh'nd-Aire 3-D TV automatic heater H-9836

FRESH'ND-AIRE Heaters

Fresh'nd-Aire Div.,
Cory Corp.,
3200 W. Peterson Ave.,
Chicago, 54, Ill.

Models: 7 new Fresh'nd-Aire portable electric heaters plus new humidifier. **Selling Features:** 3-D TV automatic heater H-9836, has duo-heat, duo-wattage and directional warm air control; uses automatic pushbuttons for selecting radiant heat (1320 watts) or fan-forced heat (1650 watts); new TV stand pivots left or right and up or down; thermostat has red gauge indicator which moves up and down at turn of knob; carrying handle, brown furniture steel housing with gold finish safety guard and stand.

No. H-7836 automatic, pushbutton

NEW PRODUCTS

super-heater, gives choice of fan-forced high heat (1650-watts) or low heat (1320-watts); automatic thermostat, tip-over safety switch, safety light, gold finish safety guard, carrying handle and footed housing brown and beige.

No. H-8836, pushbutton portable; automatic with pushbutton controls for choice of fan-forced low or high heat; automatic thermostat; carrying handle, gold-finish safety guard; footed housing; new horizontal design; brush finish on steel housing.

Low-priced models include Heaterette in 1320 and 1650 watts with fan-forced heat and directional warm air control; swivel head mounting tilts heater up or down; automatic heater in 1320 and 1650 watts has automatic thermostat with on-off control; provides fan-forced convection heat; tip-over safety switch; carrying handle; safety guards.

Humidifier washes, filters, humidifies up to 6000 cfm; filters dust, lint, pollen, smoke and dirt; brown and beige finish.

Price: From \$24.95 for heaters; humidifier, \$49.95; shown, No. 9836, \$34.95.



Thermador Bilt-In Royal 18 oven

THERMADOR Oven

Thermador Electrical Mfg. Co.,
5119 District Blvd.,
Los Angeles, 22, Calif.

Device: Bilt-in 18-in. oven, Royal 18, TSO stainless, TPO color.

Selling Features: Fits standard 24-in. cabinets; has almost 6500 cu. in. usable oven space; holds a 37 lb. turkey; full width protective hood; combination automatic timer-clock and Teleminute timer; automatic oven-preheat; single knob thermostat control for broiling or baking; recessed, infra-red open-coil 3000 watt broiling element; smokeless deluxe broiler pan with aluminum tray; 2 deluxe oven racks; removable blade-type open-coil 1800 watt baking element with special heat deflector; stippled white oven interior; balanced heat; blue plastic handle and knobs; available in stainless steel or turquoise, copper, yellow, pink and white; "easy-view" window with special heat resistant glass optional.

Price: \$174.50; with window \$184.50.



Farberware 3 or 5 quart saucepan

FARBERWARE Appliances

S. W. Farber, Inc.,
415 Bruckner Blvd.,
New York, 54, N. Y.

Models: Farberware family of stainless automatic cookware now includes in addition to two round and one square automatic frypan, a 3-qt. automatic saucepan, No. 330; a 5-qt. dutch oven No. 320; a utility cooker and double boiler No. 333; and an aluminum griddle No. 260, all of which operate on No. 99 "Perfect Heat" control plug.

Selling Features: No. 330, 3-qt. sauce-



Farberware dutch oven

pan roasts, stews, deep fat fries; stainless steel body with heating unit bonded to aluminum-clad bottom for perfect heat spread; completely immersible; a 2-qt. capacity stainless steel steamer insert No. 331, designed to fit saucepan is available as an accessory; 825-watts. No. 320, 5-qt. dutch oven and waterless cooker also roasts, stews, deep fries; makes soups, cereals, sauces can also be used as chafing dish or casserole; 1000 watts. No. 333 utility cooker and double boiler for stews, soups, roasts, waterless cooking added uses with 2 qt. double boiler insert for sauces, puddings, warming baby foods, etc.; 825 watts.

No. 260, grille and drip pan provide



Farberware No. 260 griddle

216 sq. in. cooking area; grills, fries, pan broils; hot storage drawer; drip pan; on-side plug position; 1440 watts.

All above products operate from No. 99 "Perfect Heat" control plug interchangeable; thermostatic control allows selection of heat from 160 to 420 degs.



Nesco Deluxe Roast-Ryte roaster

NESCO Roasters

Nesco Industries Inc.,
Knapp-Monarch Co.,
St. Louis, 16, Mo.

Models: Roast-Ryte and Deluxe Roast-Ryte roasters.

Selling Features: Roast-Ryte features automatic thermostat control; Select-a-Recipe heat control panel and signal light for roasting, baking, cooking; Fiberglas-insulated body, polished aluminum automatic baking lid with Pyrex see through window; utility rack lifts and levels food containers for easy serving.

Deluxe Roast-Ryte provides all above features plus adjustable lid-vent for preheating, baking and roasting and a clock timer that permits pre-set, timed operation.

Both have cord and recipes book; each can be used with special infra-red reflector-type broiler griddle, Nesco steel cabinet in white baked enamel with 2 shelves and easy-rolling casters extra.

Prices: Roast-Ryte, \$44.95; Deluxe Roast-Ryte, \$69.95; broiler-griddle, \$11.95 extra; cabinet, \$24.95.



Nesco "Gourmet" rotisserie-broiler

NESCO Rotisserie-Broiler

Nesco Industries Inc.,
Knapp-Monarch Co.,
St. Louis, 16, Mo.

Model: Nesco "Gourmet" rotisserie-broiler.

Selling Features: Element (1500 watts high, 800 watts, medium and 600 watts low) provides adaptability for barbecuing, broiling, grilling, roasting or baking with push-button control and automatic clock-timer to finish cooking at preset time; heavy-duty motor-driven spit provides browning; holds a 15 lb. turkey or 20 lb. roast; removable top grill toast, fries, waffles; removable broiling platter adjusts to 4-positions; removable clear glass "adjust-a-door" locks closed for storage, or partly open for barbecuing and broiling; chrome finish, Bakelite handles; overall size 25½x14½x13½ in. **Price:** \$89.95.

MORE than just another line of batteries



Mallory Mercury Batteries for transistor radios—

Pocket-size miniature transistor radios are a fast-growing item in the appliance business today. And one of the scientific marvels that helped to make them possible is the amazingly small but powerful Mercury Battery, pioneered and perfected by Mallory. It's the battery that has led the parade of miniaturization . . . the battery that is the ideal partner of transistors.

For lasting satisfaction to your customers, be sure to equip each new transistor portable that you sell with Mallory Mercury Batteries. Recommend them with confidence, too, whenever you sell replacement batteries. For they are the only battery that gives *longest life, steadiest power and lowest cost per hour* in the new miniature radios, and in new pocket-size tape and wire recorders.

Mallory Zinc-Carbon Batteries for vacuum tube portables



As companions to Mallory Mercury Batteries, Mallory makes a full line of Zinc-Carbon Batteries unequalled for service and dependability, embodying more than 35 years of dry cell engineering and manufacturing experience. A complete range of sizes and voltages is available for vacuum tube portable radios and for flashlights.

See Your Distributor for information, prices and prompt delivery on the Twin Line of Mallory Mercury Batteries and Mallory Zinc-Carbon Batteries. If your distributor does not carry the Twin Line of Mallory Batteries, write or call Mallory today for the name of the Mallory Distributor nearest to you.

Mallory Battery Company
A Division of

P. R. MALLORY & CO. Inc.
MALLORY

P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA



Swing-A-Way can opener

SWING-A-WAY Can Opener-Knife Sharpener

Swing-A-Way Co.,
1428 Beck Ave.,
St. Louis, Mo.

Device: Swing-A-Way electric can opener-knife sharpener No. 2100.

Selling Features: Automatically shuts off when lid is cut out; holds lid magnetically; leaves smooth edge; knife sharpener located toward rear; rubber feet; white with chrome and gold.

Price: \$27.95.



Toastermaster room heater No. 9A-1

TOASTMASTER Heaters

Toastermaster Div.,
McGraw-Edison Co.,
Elgin, Ill.

Device: Toastermaster room heaters 9B1 and 9A1.

Selling Features: Instant-heat element produces flood of radiant heat when switch is turned on; new element consists of open coil of ribbon resistance wire wound on spring tensioned reel; heat is radiated in beam by large reflectors slotted to permit free flow of air circulated by positive pressure blower fan; air is drawn in at bottom, flows around reflectors, out through slots; thermostat in bottom air stream.

Both models have tip-over safety switch; removable closely-spaced grill.

No. 9A1, has spring-mounted handle that pulls up for easy carrying, snaps back when not in use; handle may be used as reel for 7-ft cord; available in 1650 and 1320 watts with heat output of 4500 or 5600 Btu.

No. 9B-1 features, convenient handle; 1320 watts; 4500 Btu output.

Both models rose-beige baked enamel, shell-beige plastic knobs and handle.

Price: No. 9A1, \$29.95; No. 9B1, \$17.95.

NEW PRODUCTS



Lasko dutch oven

LASKO Dutch Oven

Lasko Metal Products Inc.,
West Chester, Pa.

Device: Lasko dutch oven.

Selling Features: Holds 5 qts; both oven and lid of wrought aluminum; handles and feet of thermo-setting plastic; "all around" heat element follows contour on bottom of oven so that even heat distribution is assured without cold spots; uses same interchangeable Dial-a-Meal heat control as skillet and griddle; completely immersible; has cooking range of 150 to 425 degs plus warming zone.



Westinghouse king-size blanket

WESTINGHOUSE Blanket

Westinghouse Electric Corp.,
Mansfield, O.

Device: Westinghouse king-size automatic blanket for king-size beds.

Selling Features: Designed for use on oversized beds or two Hollywood type beds placed side by side; 108 in. wide; gives complete warming all over bed; actually it is two twin-bed size blankets zippered together, functioning as a single unit; easy to launder when unzipped; each half has its own control and bedside control hanger for selective warmth on each side of bed. Fabrics in all Westinghouse deluxe blankets have thicker naps than previous models in a blend of nylon, rayon and cotton, moth-proof and allergy-free; pink, blue and green pastels with matching nylon binds.

Line now consists of 6 sizes and types: King-size, double bed with dual controls, double with single control; twin with single control and 2 sheets with single or dual controls.

Prices: King-size, \$69.95; other models begin at \$19.95 for single control sheet.



Cory "Party-Perc" No. DDP

CORY Percolators

Cory Corp.,
3200 W. Peterson Ave.,
Chicago, 45, Ill.

Device: Cory automatic "Party Perc" olators DPP, CBP.

Selling Features: "Party Perc" olators DDP in chrome and CBP in polished solid copper spotlight a large 4-to-15 cup capacity; completely automatic; both models have cup markings on interior of decanter body and on inner basket; automatic flavor selector with indicated positions for mild, medium and strong; starts perking in 30-sec; signal light goes on when coffee is ready; hi-lo element resets itself and keeps coffee at right drinking temperature automatically; safety handle guard.

Price: \$29.95.



G-E portable heater No. H-4

G-E Heater

General Electric Co.,
Housewares & Radio Receiver Div.,
1285 Boston Ave.,
Bridgeport, Conn.

Model: G-E portable heater H-4.

Selling Features: Warm air with infra-red element that does not glow red; special hidden vanes behind stainless steel grill reduce air turbulence, gives even pattern of air circulation, provides direct air-stream which removes heat equally from all parts of element so no part of coil retains enough heat to cause a red glow; automatic thermostat, quiet built-in fan; mercury tip-over switch shuts heater off if accidentally tipped over; beige and brown finish; close-set louvers in grill; weighs 6 lbs.; tuck-away handle.

Price: \$19.95.



Schick "Powershaver"

SCHICK Shaver

Schick Inc.,
Lancaster, Pa.

Device: Schick "Powershaver" shaver.

Selling Features: New full contact head; increased shaving surface; built-in whisker guides arranged in rows and designed to pop whiskers out permitting closer shaving at skin surface; new motor; shaves toughest beard.



"Oriental" Lady Schick in hatbox

Two Lady Schick shavers for women, Oriental and Sophisticate come packaged in miniature hatbox.

Price: Powershaver, \$29.95.



Royal-Matic coffeemaker No. 20954

ROYAL-MATIC Coffeemaker

Robeson Rochester Corp.,
46 Sager Dr.,
Rochester, 7, N. Y.

Device: Royal-Matic automatic coffee-maker, No. 20954.

Selling Features: Makes 4-to-10 cups; automatic thermostat never lets it boil or re-perk; keeps coffee at proper serving temperature indefinitely; strength selector, ready lite that automatically turns when coffee is ready, heatproof bakelite handle, dripless pouring spout, easy-to-clean firm-fit top, self-cleaning perk pump and tube; nickel and chrome plated on solid copper interior and exterior; classic design.

Price: \$27.95.

General's EXCLUSIVE SAFE GUARD PATENT PENDING OBSOLETES

ALL OTHER SLICING MACHINES

(INCLUDING OUR EARLIER MODELS)

**NO OTHER SLICERS—Hand or Electric—ARE AS SAFE!
NO OTHER SLICERS OFFER SO MUCH PROTECTION!**




AS ADVERTISED IN
LIFE



● SAFE  GUARD S-T-O-P-S SLICER
UNLESS YOUR HANDS ARE SAFE!

● SAFE ENOUGH FOR A CHILD TO OPERATE!

● HER HAND IS ALWAYS AWAY FROM THE KNIFE

OR General's EXCLUSIVE SAFE  GUARD
STOPS SLICING ACTION

NOW! STANDARD EQUIPMENT ON ALL General SLICING MACHINES
HAND OR ELECTRIC WITH MOVING PLATFORMS



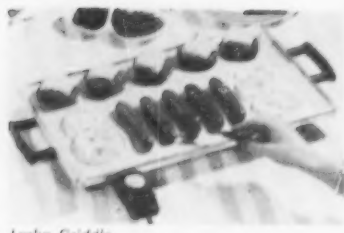
HAND OPERATED SLICING MACHINES
TO RETAIL FROM \$14.95
ELECTRIC SLICING MACHINES
TO RETAIL FROM \$49.95

ALL THIS EXTRA SAFETY — ALL THIS
EXTRA SELLING APPEAL — ALL THIS
EXTRA VOLUME AND EXTRA PROFIT
... WITHOUT ONE CENT OF EXTRA
COST TO YOU!

Look to General — the leader for over a
quarter of a century — for everything new
— everything good in slicing machines.
And best of all these amazing improve-
ments cost NOT ONE EXTRA PENNY! You
can sell more slicing machines... get bet-
ter prices... make extra profits — when
you STOCK — FEATURE AND DISPLAY...

General
SLICING MACHINES
WITH EXCLUSIVE SAFE  GUARD

General SLICING MACHINE CO. INC. WALDEN NEW YORK



Lasko Griddle

LASKO Griddle

Lasko Metal Products Inc.,
West Chester, Pa.

Device: Lasko griddle with detachable Dial-a-Meal heat control.

Selling Features: Lighter, lower automatic griddle with 18 sq. in. cooking area; fats drain away automatically into gravity grease trough that follows contour of griddle; when heat control is detached entire griddle may be completely immersed under water; 2½ in. high; 11¼ in. wide; 22 in. long; uses 1600 watts; has cooking range from 150 to 425 degs plus warming zone; wrought aluminum; thermo-setting plastic handles and feet; Dial-a-Meal heat control sold separately.



RCA-Whirlpool gas fueled washer-dryer combination

RCA-WHIRLPOOL Gas Washer-Dryer

Whirlpool Corp.,
St. Joseph, Mich.

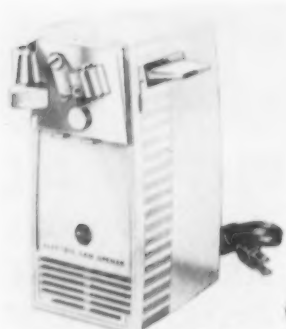
Device: New gas combination washer-dryer.

Selling Features: Identical in size, appearance and operating features to present electric model; utilizes 37,000 Btu gas burner to heat water for wash cycle and air for dry cycle; washes up to 10 lbs. clothes with 3 gal. water with new filter stream wash action that adjusts automatically to weight and absorbency of various fabrics; vent type dryer does not require water in drying cycle; automatic ignition; adaptable to any type gas; wash water temperature is selective warm, medium or hot; wash time selective to 10-min. plus 19-min. for complete wash and rinse cycle.

Drying heat is selective at infinite positions between high or 185 degs; medium, 165 degs; warm, 135 degs; delicate, 110 degs; and air, room temperature; drying time is selective up to 90 min.; controls may be set for wash only or dry only or to complete entire wash-dry cycle in a continuous operation; any cycle may be stopped, started, repeated, lengthened or skipped; controls are at convenient angle on cabinet under built-in, full-width fluores-

NEW PRODUCTS

cent light; built-in dryer lint screen and bleach dispenser in cabinet top; available in pink, yellow or white baked enamel with porcelain enamel top; 33 in. wide, 25¼ in. deep, 44¼ in. high.



BVI can opener No. N-555

BVI Can Opener

Burgess Vibrocrafters, Inc.,
Grayslake, Ill.

Device: BVI electric can opener, No. N-555.

Selling Features: Specially designed cutter blade permits opening any shape can, round, oval, square or rectangular; press of lever automatically locks can in place, perforates and opens—edge rolls back to safe rounded smoothness; magnet holds can lid, tilts back when can is opened, permitting fluids to drain back into can lever releases can; replaceable cutter blade is easy to remove; white, yellow, pink or turquoise with chrome trim; 8 in. high; weighs 8 lbs.

Price: \$24.95.



Party-Q hand vac

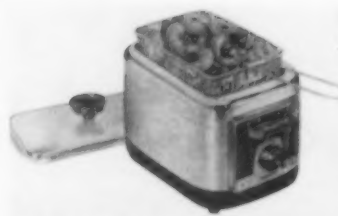
PARTY-Q Hand Vac

Party-Q Corp.,
601 W. 26th St.,
New York, 1, N. Y.

Device: Party-Q hand vacuum cleaner.

Selling Features: Weighs only 3 lbs.; no bag to empty; no filters to change; for hard-to-get-at places on carpets, floors, upholstery, clothes, lampshades, etc.; easy to empty; twist and remove cover and dump dirt; size 5x7x4 in.; buff with brown trim finish.

Price: \$19.95.



Nesco Fryrite deep-fryer

NESCO Fryrite Deep-Fryer

Nesco Industries Inc.,
Div. Knapp-Monarch Co.,
St. Louis, 16, Mo.

Device: Nesco Fryrite automatic deep-fryer.

Selling Features: 4-pt. capacity; deep fries in 2 to 7-min.; easy-to-read nameplate lists proper temperature for foods from meats to fish, doughnuts, french fries in automatic "select-a-recipe" heat control panel with "off" position and "ready" signal light; chrome finish; rounded rectangular shape; chrome cover; cookbook and safety-cool detachable handle on self-draining food basket.

Price: \$22.95.



Salton Hotray

SALTON Hotray

Salton Mfg. Co., Inc.,
312 E. 95th St.,
New York, 28, N. Y.

Device: Salton Hotray electric food warmers in 4 sizes: Elite, Gourmet, Patio Master and Epicure.

Selling Features: Silvery, shatterproof radiant glass in new Pointex finish has curved silver satin or antique copper finished frame; walnut handles.

Adjustable thermostat on larger models, Patio Master and Epicure. Sizes range from 16x7½ overall for Elite to 26x12¼ in. overall for Epicure. Prices: Elite, \$10.95; Gourmet, \$14.95; Patio Master, \$24.95; Epicure, \$34.95.



Ampere "all-radiant" baseboard heater

AMPERE Baseboard Heaters

Ampere Industries,
60 Boston St.,
Newark, 3, N. J.

Device: Ampere "all-radiant" baseboard heaters.

Selling Features: Uses Amp-Quartz ele-

ment that is free of convection current and provides all-radiant, comfortable heat; 1000-watt baseboard will quickly heat an average 9x12 room from zero to 70 degs.; come in 600, 1000 and 1500 watts; modern design, 2 in. wide and 8 in. high; may be painted to match any decor.



Toastmaster iron No. 4A4

TOASTMASTER Irons

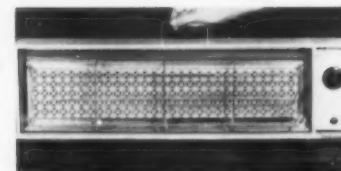
Toastmaster Div.,
McGraw-Edison Co.,
Elgin, Ill.

Models: Automatic dry iron 4A4 and steam-dry iron 4B2.

Selling Features: Dry iron weighs 2 lbs. 1 oz.; aluminum soleplate with cast-in element; easy-to-read fabric dial.

4B2 steam-and-dry iron converts to steam or dry at flick of control dial on handle; easy-to-read fabric selector dial for selecting right temperature for each fabric; polished aluminum soleplate features multiple steam vents and cast-in element; oversize flash chamber converts water to steam; tip-up heel rest; cool handle; right or left thumb rests; chrome plating; 7 ft. attached cord; weighs 3½ lbs.

Price: \$16.95.



Heatmore portable baseboard heater AD-10

HEATMORE Heaters

Heatmore, Inc.,
59 Throop Ave.,
Brooklyn, 6, N. Y.

Device: Heatmore portable baseboard heater panel, AD-10.

Selling Features: Beams a curtain of radiant heat at floor where needed; long and low panel; new style comes in 6 decorator colors with chrome and aluminum trim; built-in features include adjustable thermostat with off position for automatic comfort control; signal light indicates panel is operating; mercury safety switch automatically cuts off current if accidentally tipped over; cord rack eliminates wrap-around storage of 8lin. cord and plug; infrared heat radiates from electrically heated ceramic panel for draft-free comfort.

Weighs 11 lbs.; 8½ in. high, 28 in. long, 5 in. deep; steel case, slide-away handle; 1000 watts; (also available in 500 and 750-watts) no special wiring.

Price: \$39.95.

SELL THE NEW SOUND FROM WEBCOR

- new 1958 Stereo Tape Recorders!
- new 1958 Monaural Tape Recorders!

This dynamic 1958 line of Webcor High-Fidelity Stereophonic Tape Recorders and Monaural Tape Recorders is an *all-new line inside and out*—loaded with great new engineering advances and innovations to bring a magnificent new kind of *multi-dimensional* sound to every family in America! It's the *new sound* that music fans have been waiting for... a *hands-down profit-winner* all the way!

- more and bigger national advertising
- more sales-clinching promotions

More and bigger advertising! Webcor is ready right now with the greatest barrage of advertising blasts in tape recorder history! Weekly full-page color ads in *Life* or *Look*... plus fresh, sparkling ads in *Family Weekly*, *New Yorker*, and *Sunset*... plus outdoor... plus dealer mats, radio and TV spots, point-of-sale displays... *the works!*

- From Webcor—**THE NEW SOUND** to smash old sales records!
 - New Stereo Tape Recorders—matchless high fidelity!
 - New Monaural Tape Recorders—they outperform the field!
 - New "Aural Balance" Stereo Remote Control!
 - New built-in Webcor radio tuners!
 - New styling—rich, distinguished!
 - Sales-clinching demonstrations and promotions!
 - More and bigger national advertising!
- THE ONE COMPLETE LINE—EVERYTHING YOU NEED!**

sell the line that sells the fastest! sell WEBCOR!

THE 1958

The great new 1958 Webcor Stereophonic Tape Recorders outperform any sound system yet developed for the home! The new Webcor Tape Recorder line is a *complete* line of both stereophonic and monaural models . . . everything you need!

New 1958 "Aural Balance" Remote Control for Webcor Stereo Tape Recorders is wonderful for leisurely listening . . . actually permits the listener to balance sound and adjust the audio level in both speaker systems from anywhere in the room!

And still another big Webcor convenience plus— it's the exclusive new 1958 *complete* automatic shut-off for both stereo and monaural instruments.

Webcor Stereo Tape Recorders play back stereophonically—also record and play back monaurally without reversing reels!

WEBCOR STEREO TAPE RECORDERS...

the great new sound for big new sales!



WEBCOR—Imperial
Stereophonic Tape Recorder
Model 2827

Stereo high fidelity at its finest! The 1958 Webcor Imperial gives unequalled stereo reproduction of binaural tapes . . . also records and plays back monaurally, 40-15,000 cycles.

Equipped with new Webcor "Aural Balance" Remote Control. For use with Webcor Two-Section 6-Speaker External Sound System (optional, extra). Also available with superheterodyne AM radio tuner—Model 2897. Ocean blue and grey.



WEBCOR—Royal Coronet
Stereophonic Tape Recorder
Model 2822

A natural for fast sales! The high fidelity Royal Coronet makes possible true stereophonic music from binaural tapes. Also records and playback monaurally. Has Cathode tuning eye for audio level control . . . numerical type tape counter, 40-12,000 cycles.

Designed for use with Webcor Three-Speaker External Sound System and "Aural Balance" Remote Control (optional, extra.) Ebony or white.



WEBCOR—Royal
Stereophonic Tape Recorder
Model 2821

Best in its price range! Plays back music from binaural tapes with all the fidelity and dimensions of the concert hall! Has Cathode tuning eye . . . numerical type tape counter. Also records and plays back monaurally, 50-12,000 cycles.

For use with Webcor Three-Speaker External Sound System and "Aural Balance" Remote Control (optional, extra). Ebony or white.

WEBCOR

HIGH FIDELITY TAPE RECORDERS

outsell all others!

It's simply a matter of record . . . Webcor High Fidelity Monaural Tape Recorders are sales and profit champs! But here's the big news—*this year's models are better than ever!* And they're beautifully styled to catch the eye as well as the ear!

See them! Hear them! You'll be convinced—all music sounds better on a Webcor! And remember, Webcor gives you a *full line*—everything you need for the greatest tape recorder sales and profit year in your history!



WEBCOR—Imperial High Fidelity Tape Recorder-Radio Model 2896

Top tape recorder in the high fidelity field! Most of the features of a large professional recorder incorporated in a compact unit. 40-15,000 cycles. Also available without AM radio—Model 2816.

Full-range sound system in detachable lid. Records and plays back in both directions without "reel-turnover." Ocean blue.

WEBCOR—Royal Coronet High Fidelity Tape Recorder Model 2812

New re-styled 1958 version of a proved favorite! Exclusive Webcor "no reel-turnover" makes possible playing up to three hours without reversing reels.

Three speakers—50 to 10,000 at $3\frac{3}{4}$ ips; 40 to 15,000 at $7\frac{1}{2}$ ips. Also available with AM radio—Model 2892. Ebony or white.



WEBCOR—Royal High Fidelity Tape Recorder Model 2811

Most popular tape recorder ever built—in a great new 1958 model! Records and plays back in both directions for three hours without "reel-turnover."

Frequency range 70 to 7,000 at $3\frac{3}{4}$ ips; 50 to 12,000 at $7\frac{1}{2}$ ips. Also available with AM radio tuner Model 2891. Ebony or white.

WEBCOR—Viscount High Fidelity Tape Recorder Model 2718

Loaded with features—yet built to sell at down-to-earth price! Marvelous instrument for all home uses.

Specially designed PM speaker—50 to 7,500 at $3\frac{3}{4}$ ips; 50 to 12,000 at $7\frac{1}{2}$ ips. Equipped for use with Remote Control microphone and foot pedal—Model 2719.

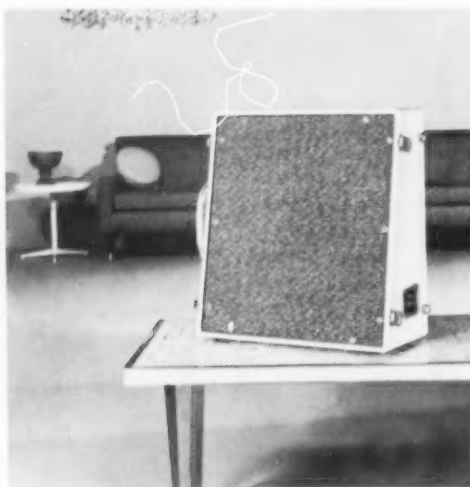
NEW 1958 **WEBCOR** EXTERNAL SOUND SYSTEMS

for stereo tape recorders



Two-Section 6-Speaker External Sound System
Model 4827

(For use with Models 2827 and 2897). Contains the necessary speakers and additional power amplifier to produce high fidelity sound in both stereofonic and monaural playback. Speaker sections combine to make a convenient carrying case.



Three-Speaker External Sound System
Model 4820

(For use with Models 2821, 2822). Contains the necessary speakers and additional power amplifier to produce high fidelity sound in stereofonic playback. Designed for use as second sound source for Webcor Stereo Tape Recorders having self-contained speakers.

NEW 1958 **WEBCOR** "AURAL BALANCE" REMOTE CONTROL



"Aural Balance" Remote Control

Permits the listener to balance sound and adjust audio level of both speaker units of stereofonic tape recorder from his easy chair. 15-foot cord included. (For use with Models 2821, 2822, 2827, 2897.)

LISTEN *all music sounds better on a* **WEBCOR**

WEBCOR, INC. • CHICAGO 39

MODERN CINDERELLAS PLAY
WHILE

Caloric
COOKS



take off on a HOLIDAY SALES HOP with this theme!

Big Full-Color Ads in *Holiday*, *Good Housekeeping*, and other national magazines will feature the customer-capturing theme—"MODERN CINDERELLAS PLAY... WHILE CALORIC COOKS"—keynoting Caloric's "Holiday Living" campaign for Fall.

"Holiday Living" Consumer Contest, offering TWA JETSTREAM* trips to Paris and Disneyland, 15 Caloric gas ranges, and 200 Holiday Books of Food and Drink will bring hordes of customers into your showroom for entry blanks.

Show Them Caloric's Advanced Features. Thermo-Set top burner, automatic

*JET STREAM is a service mark owned exclusively by TWA.

CALORIC APPLIANCE CORPORATION, TOPTON, PA.
RANGES • DRYERS • BUILT-INS • DISPOSERS

clock-controlled oven, Roto-Ray Barbequer, and many other exclusive Caloric features give homemakers more time for "holiday living" every day. Explain that a Caloric gas range makes every cook a "modern Cinderella" because it lets her escape from her kitchen to enjoy other pleasures whenever she wants.

Send for "Holiday Sales Hop" Plans Book. It gives complete details on this exciting Caloric promotion and full descriptions of materials available to you for local tie-in. When it comes, order everything you need to have a sensational HOLIDAY SALES HOP.

SALESMEN!... WIN TWA TRIP TO LAS VEGAS



in Caloric's HOLIDAY SALES HOP contest

Here's your chance to win an all-expense-paid trip for two to exciting Las Vegas, via TWA; Buccaneer Outboard Motors, or Lawn-Boy Power Mowers.

Just complete this sentence in 25 words or less:

"The most effective selling feature on a Caloric gas range is _____, because _____."

(feature)

Send your entry to:
Caloric Appliance Corp.
"Holiday Sales Hop" Contest
Box 4-D
Mount Vernon 10, New York

All entries will be judged by the
Reuben H. Donnelley Corporation and
decisions of the judges shall be final.

*Will **you** share in the
big merchandising miracle
of fall '57 when*

Good Housekeeping Week

*skyrockets sales
and traffic in 13 cities?*



Documented sales sensations during the last three years of Good Housekeeping Weeks offer important *proof* that every appliance manufacturer who has or wants to have the Good Housekeeping Seal can profit by these newspaper-sponsored, nationally-promoted, locally-merchandised and consumer-supported city-wide sales events! Don't miss this SIXTH great Good Housekeeping Week promotion!

In Fall '57, in 13 major markets, all of the great newspapers shown below will go to work. Each city-wide week will begin with special editorial and advertising sections filled with "inside stories" of Good Housekeeping Institute and Laboratories . . . advertisements for the great national brands carrying the Good Housekeeping Guaranty Seal . . . local retail advertising of these brands. It's a tribute to the selling power of brand names!

Backing this, every city will have special, proven store traffic-builders... special events in appliance, drug, department, and specialty stores...in supermarkets...special newscasts on local radio and TV programs...activities by local high school home economics groups...programs in local women's clubs and PTA's...coupons to be dropped in boxes at retail stores for big prize drawings all through the week.

If you're a truly promotion-minded company with distribution points in any or all of these 13 important areas . . . if your product is used by women or bought by women...don't miss this chance to pinpoint the full selling power of the Good Housekeeping Guaranty Seal on your product! Alert your salesmen, distributors and dealers in these 13 major trading areas. **PLAN YOUR ADVERTISING FOR THESE TOP NEWSPAPERS TO TIE IN WITH THESE TOP-SELLING WEEKS.** Get in touch with us at Good Housekeeping or with any of the participating newspapers for full details.



Good Housekeeping

A HEARST MAGAZINE • 57th ST. & 8th AVE., NEW YORK 19

NEW PRODUCTS



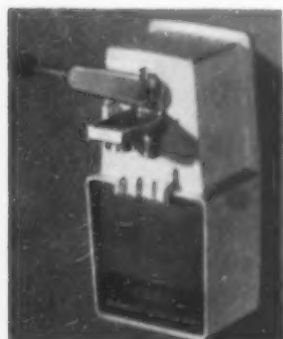
Westinghouse Custom automatic heater

WESTINGHOUSE Heaters

Westinghouse Electric Corp.,
Fan and Heater Dept.,
Mansfield, O.

Models: Custom and Special in 1650 and 1320 watts.

Selling Features: Fan forced air; radiant heat from steam-resistant aluminum reflector; thermostatic control; automatic tip-over switch; 2-heat levels; 5-year guarantee; neutral beige finish. Prices: Custom models, \$39.95; Specials, \$19.95.



Cory can opener

CORY Can Opener

Cory Corp.,
3700 W. Peterson Ave.,
Chicago, 54, Ill.

Device: Cory automatic electric can opener DCA.

Selling Features: Opens big and small cans; locks can in place and starts automatically—turns and cuts can open in one revolution and shuts itself off automatically; holds can in place till ready to remove; cutting wheel can be detached for quick cleaning; easy to install; gold and white housing; 125 watts, a.c. d.c.; magnet holds cut top. Price: \$27.95.



Lasko skillet

LASKO Skillet

Lasko Metal Products Inc.,
West Chester, Pa.

Device: Lasko skillet with detachable Dial-A-Heat control.

Selling Features: Interchangeable heat

control operates skillet or dutch oven or griddle; cool handle of thermosetting plastic; big family size, square design; has 120 sq. in. cooking area; immersible for cleaning; water proof "all around" element follows contour of utensil so there will be no cold spots, complete with aluminum vapor seal cover. Dial-A-Heat control provides temperatures from 150 to 425 degs.



Toastermaster toaster No. 1B24

TOASTMASTER Toaster

Toastermaster Div.,
McGraw-Edison Co.,
Elgin, Ill.

Device: Toastermaster 2-slice automatic toaster 1B24.

Selling Features: Compact, streamlined, chrome finish with black and gold handles; operates on 1200 watts; control dial may be set for light, dark or in-between toasts; Superflex timer controls heating cycle for consistently perfect toast; toasting action may be stopped at trip of level; hinged crumb tray for easy cleaning.

Price: \$18.95; in copper finish, \$22.95.



Thermador "Longfella" heater

THERMADOR Heater

Thermador Electrical Mfg. Co.,
5119 District Blvd.,
Los Angeles, 22, Calif.

Device: Thermador "Longfella" portable radiant heater.

Selling Features: Quick, safe infra-red heat suitable for offices, workshops, factories, stores and home—in bathroom, bedroom, nursery or kitchen; 28-in. slim line design fits into small corners; takes 9 in. square floor space; easily carried by fingertip handle; midnight blue case with gold anodized aluminum grille; 1250-watts, 120 volts a.c.

Price: \$12.95.



Nesco frypan

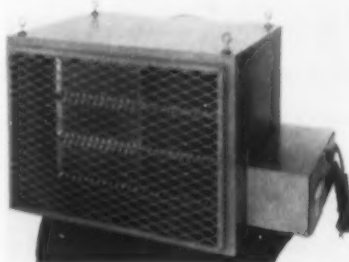
NESCO Fryryte

Nesco Industries Inc.,
Div. Knapp-Monarch Co.,
St. Louis, 16, Missouri

Device: Nesco Fryryte frypan.

Selling Features: Clearly marked "select-a-recipe" heat control dial for all fried or grilled foods; lid with adjustable vent for moisture control; 11x11 in. pan holds 4 king-size sandwiches or 5 eggs; maintains preset heat or "warm" setting with signal light that glows when unit is on; immersible to handle tip.

Price: \$19.95; with cover, \$22.95.



Dustronic precipitator

DUSTRONIC Precipitator

Radex Corp.,
2076 Elston Ave.,
Chicago, 14, Ill.

Device: Dustronic self-contained electrostatic precipitator.

Selling Features: Can be hung from ceiling; plugs into 115 volt a.c.; collects all airborne particles—pollens, allergens; also equipped with activated carbon filter to remove smog, odors, gases and smoke; 160 watt motor; requires no water or sewer connections and does not generate ozone; 2-speed fan has 800-1200 cfm air cleaning capacity; size, 18x32x26 in.

WESTINGHOUSE Floor Polisher

Westinghouse Electric Corp.,
Vacuum Cleaner and Floor Polisher Dept.,
Mansfield, O.

Model: Twin-brush floor polisher LP-1.

Selling Features: 350-watt Westinghouse motor; two 6-in. brushes has 12-in. spread; polisher handle operates at any angle; toggle switch located in handle; natural fiber brushes revolve in opposite directions at 600 rpm; felt buffing pads included with each polisher.

Price: \$64.95.



Duo-Therm "Contemp-o" oil or gas heater

DUO-THERM Heater

Appliance Div.,
Motor Wheel Corp.,
Lansing, Mich.

Device: Duo-Therm "Contemp o" space heater featuring new Twin-Flow heat circulation.

Selling Features: Available in oil or gas-fired models; 50,000 and 66,000 Btus respectively; brown mahogany with fabric-textured, 2-tone front panel with gold trim; Twin-Flow includes a concealed blower system that heats air twice—as it is drawn into unit and again as it is forced out; warmer air is circulated in 2 streams through Dual-Discharge ducts; twin grill outlets are adjustable to 4 positions for heating flexibility; Magic Button turns power air blower on and off automatically; mechanical or electric thermostats available; oil models have Golden Jet burner with micrometric fuel injection; gas models have Equa-Flame burner that premixes gas and air. Both have steel heat chamber.



Constellation fan

CONSTELLATION Fan

Constellation Fan Div.,
Chelsea Products Inc.,
639 South Ave.,
Plainfield, N. J.

Device: Constellation 20-in. fan.

Selling Features: Portable and reversible; plastic control panel made of .080 in. high-impact styrene, the panel is mounted on top of fan frame at center where it houses wiring and controls; 4-speeds: hi and lo intake and hi-lo exhaust; 1000/700 rpm; built-in thermostat automatically adjusts to preset temperature; pilot light indicates "on" even though thermostat may have stopped blade; light shows as long as current is on; 1/11 h.p. capacitor motor.

Price: \$69.95.

NEW STYLE-NEW DESIGN-NEW SALES APPEAL

A BRAND NEW GIFT IDEA

from

Oster



NEW DELUXE KNIFE AND SCISSORS SHARPENER

Distinctively styled in jet black and copper. The OSTER DeLuxe is easy and safe to use on all shapes and sizes of knives, even the finest cutlery. Double-action overlapping wheels hollow grind both sides of blade at once, to a factory-sharp edge . . . without scratching or gouging. Can be mounted on wall or set on table. With handy cord storage compartment at back **\$19.95.**

NEW STANDARD 2-SPEED

Osterizer

Exclusive Osterizer features — graduated, heat resistant glass container opens at both ends for easier cleaning and emptying . . . grip-tight seal holds container firmly in base yet releases quickly — no posts or slots . . . tapered cutting well for constant and continuous feeding of ingredients to cutting Blades. Blades fit standard canning jars. Chrome base **\$44.95.** White enamel base **\$39.95.**



A REAL HOLIDAY PROFIT MAKER

from

Oster

NEW GIFT GIVING APPEAL

from

Oster



NEW 3-SPEED PORTABLE MIXER

3-Speeds scientifically selected for proper mixing, whipping, stirring, beating and folding. Automatic beater release . . . no need to touch messy beaters. Rubber bowl rest and guard . . . frees both hands . . . keeps bowl free of nicks. Lightweight and perfectly balanced.

In Chrome and White **\$20.95.**
In White and Pastel Pink, Yellow or Blue **\$19.95.**

FOR CHRISTMAS GIVING

NEW OSTER-ICER FOR THE

Osterizer

Automatic feed guides cubes into chipping blades . . . at same time closes feeder opening so chips can't fly out. No catch bag necessary . . . patented dispenser discharges ice into single glass or container, fast as cubes are fed. Safe . . . impossible to touch blades from feeder discharge opening. A model to fit all OSTERIZERS **\$16.95.**



ADDED CHRISTMAS SALES

with

Oster

All custom-crafted
by the
John Oster MANUFACTURING CO.

Get Pace-Setting Profits with America's Top Buys in Hi-Fi!

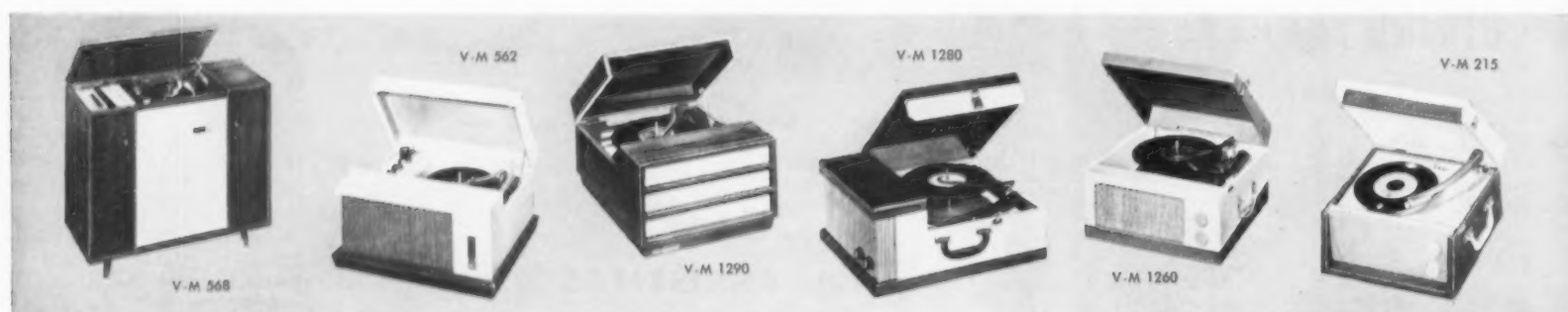
SPECTACULAR IN SOUND, STYLING AND FEATURES

- Behold the much-acclaimed Model 557—an ultra deluxe portable far advanced in every detail from design to performance. The unique chromium-plated handle with built-in controls is just one of its many dazzling sales features! Sensational, too, is the glorious sound from the 8" woofer and 5" x 7" speaker with amazing coaxial tweeter cone.

- V-M's exclusive *Acoustic Contour Control* "shapes" the music to "fit-the-room"—large, small or medium. All the

thrilling highs and lows . . . all the delightful overtones are now flawlessly reproduced at *any* volume level. *Usually featured in higher-priced V-M consoles, this marks a revolutionary new advance in portables!*

- Plays all four speeds. Speaker and tuner-stereo jacks with switch. Separate Bass and Treble controls. *tone-o-matic*®. Available in striking marbled blue-gray finish. *The incomparable Model 557 will be a compelling focal point in your phono sales center!*



V-M SUMMIT CONSOLE MODEL 568

Brilliantly beautiful tuner-phono with *Acoustic Contour Control*, Bass, Brilliance, *tone-o-matic* and volume controls. Four extra-fidelity speakers—12", 8" and two 4" in a dazzling acoustic cabinet. FM-AM tuner and 4-speed changer. Stereo-tuner input jack. External speaker jack. Blonde or Mahogany \$400.00*

V-M 'FIDELIS'® HI-FI TABLE MODEL 562

The ultimate in performance with exclusive *Acoustic Contour Control*. Two 8" speakers each with concentric tweeter cone. Separate Bass and Treble controls. Stereo-tuner input jack. External speaker jack, *tone-o-matic* and volume controls. In Blonde or Mahogany \$159.95.* (Walnut or Ebony slightly higher.)

V-M TABLE MODEL 1290

A beautiful hi-fidelity model at a remarkably low price. New 6" x 9" speaker with 3" concentric tweeter cone. 4-speed changer. Stereo-tuner input jack. External speaker jack. In Blonde or Mahogany \$99.95*

V-M PORTABLE MODEL 1280

A high-fidelity portable for convenience and versatility. Big 6" x 9" speaker with 3" concentric tweeter cone. 4-speed changer. Stereo-tuner input jack. External speaker jack. In two-tone brown and tan \$94.95*

V-M PORTABLE MODEL 1260

High-fidelity changer that is an exceptional value. 'BIG' sound that's radiantly alive. Gentle *tri-o-matic*® spindle protects records. Convenient tone control. Light and easy to carry. Plays anywhere. Brightly styled in reddish buff and white \$54.95*

V-M 'SONGFEST' MODEL 215

A great hit with the teen-age set . . . and inexpensive, too. Plays all four speeds. Dual needles, aluminum tone arm, rubber turntable mat. Remarkably light and easy to carry. Available in three bright and cheery color combinations \$32.50*

*Slightly higher in the West

Let Pleasure's New Sound Bring You



HI-FI PORTABLE
MODEL 557
WITH ACOUSTIC
CONTOUR CONTROL

The new standard of beauty

\$139⁹⁵*



the **Voice**  of **Music**[®]

V-M CORPORATION • BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

New Pleasure in Profit! Stock V-M Now!

Sell Your Customers a
COMPLETE Automatic Laundry!

Show them

duratub's

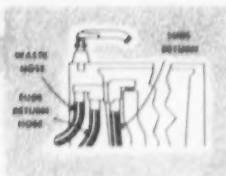
deluxe model 9TD laundry tray
with exclusive *Handiflo*

duratub's exclusive Handiflo double drain eliminates hose-handling in an automatic laundry . . . with suds saver or single hose type washers.

Here's How Handiflo Works . . .

With suds saver automatic washers, Handiflo's double drain has one channel to handle suds in and out of the washer, a second channel handles washer waste water — all without any hose handling!

When the suds saver washer completes its cycle, it pumps hot suds water into **duratub** through Handiflo's suds channel. Suds remain in **duratub** during rinsing cycle. On completion of rinsing, washer pumps waste water out through waste channel and down Handidrain*. Hot soapy water then returns through suds channel for re-use. With single hose non-suds saving washers, only the waste channel is used.

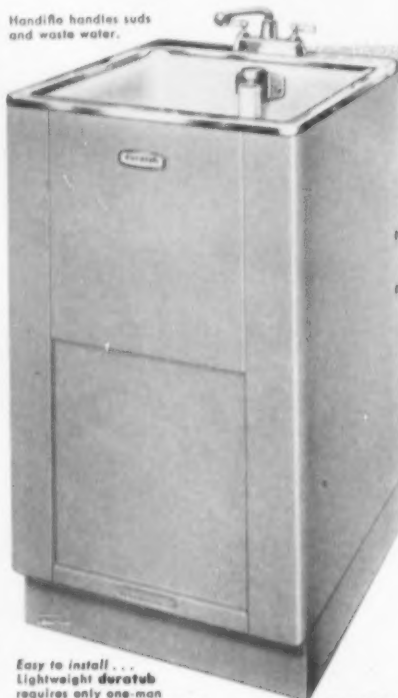


Handiflo handles suds and waste water.



And tell them about **duratub's**:

- * Permanent, hidden hose connections
- * Appliance colors — green, pink, yellow, white
- * 20-gallon Fiberglass tub that won't chip, crack, stain, dent
- * Easy-to-clean baked enamel finish over bonderized electro-galvanized steel
- * Storage compartment for laundry supplies
- * Cover that provides extra work area
- * Stainless trim, built-in soap dish, round corners



Easy to install . . . Lightweight **duratub** requires only one-man installation; legs adjust 1 1/2" for quick installation on uneven floors.

Model 9TD. Patented.

Please send complete **duratub** information and name of distributor nearest me:

Name.....
Company.....
Address.....
City..... Zone..... State.....

E. L. MUSTEE & SONS, INC.

6911 Lorain Avenue • Cleveland 2, Ohio

*duratub, Handiflo and Handidrain are trade marks of E. L. Mustee & Sons, Inc.

NEW PRODUCTS



Sunbeam repair kit

SUNBEAM Repair Kit

Sunbeam Corp.,
Chicago, 50, Ill.

Device: New 18 piece home repair kit.

Selling Features: Kit includes Sunbeam Drillmaster drill; with geared or hex-key chuck and 17 accessory items; with kit it is possible to drill, sand, grind, polish, buff, mix paint, remove rust and sharpen tools or knives.

Price: With hex-key chuck, \$29.95; with geared chuck, \$31.95.

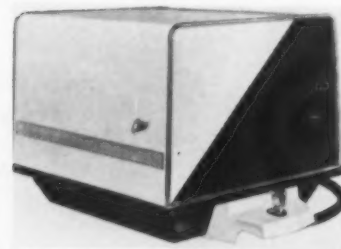
WOOD Water Heater

John Wood Co.,
Conshohocken, Penna.

Device: Wood under-counter water heater.

Selling Features: a 30-gal. automatic electric water fits into 20 1/2 x 20 1/2 in. floor space; water connections in top of unit, accessible from either side; simplify

plumbing connections and enables placement in any location; suitable for home, apartment, summer cottages, barber shops, beauty shops, service stations etc; galvanized tank equipped with 3-section magnesium anode mounted through front; heater has bi-metal surface type thermostat and Ni-chrome heating elements.



Chico water-powered dishwasher

CHICO Portable Dishwasher

Chico General Products Corp.,
525 Market St.,
San Francisco, 5, Calif.

Device: Chico portable water-powered dishwasher.

Selling Features: Uses liquid detergent; operates on compound jet spray principle; of aluminum construction, it has 2-tone cabinet with charcoal gray and white exterior; weight 11 lbs.; 18 1/2 in. x 19 1/2 x 14 1/2 in.; washes and rinses 36 dishes and 25 to 30 pieces of silverware in 5 to 8 min.; self-cleaning; no installation; no electricity. **Price:** \$59.95.

CORRECTION

Some type was inadvertently misplaced on page 132 of our August issue. The items involved should have appeared as follows:



Dominion toaster No. 1135

DOMINION Toaster

Dominion Electric Corp.,
Mansfield, O.

Device: Dominion thermostatic pop-up toaster No. 1135.

Selling Features: Modern styling; chrome with plastic handles and trim; silent thermostatic color control selector can be set for any desired degree of toast shading from light to dark; gives uniform results with white, rye, whole wheat or frozen bread; slight pressure of handle lowers bread to toaster, when toasted it pops up and current shuts

off automatically; fingertip release permits inspection without interrupting normal cycle; hinged crumb tray in base swings open.

Price: \$17.95.



Hamilton Beach frypan

HAMILTON BEACH Frypan

Hamilton Beach Co.,
Div. Scoville Mfg. Co.,
Racine, Wis.

Device: Medium size frypan added.

Selling Features: One inch smaller than family size model with depth in proportion; includes all family size features except oven rack; 5-year guarantee.

Price: \$19.95; copper cover, \$3.50; aluminum cover, \$3.



THIS NATIONAL CASH and Charge Register posts debits and credits at the time the transaction occurs.



B. J. GREEN, Vice President and General Manager of Green Radio Sales and Service.



GREEN RADIO SALES AND SERVICE has benefited from the time- and money-saving features of a National System.



A NATIONAL SYSTEM provides fast, efficient service for the customers of this modern store.

"Our *National* Cash-and-Credit Control System saves us \$2,640 a year... pays for itself every 9 months!"

—Green Radio Sales and Service, Kalamazoo, Mich.

"By providing a means of mechanically posting directly to our ledger account cards at the time the transaction occurs, our National System gives us complete accounts receivable control," writes B. J. Green, Vice President and General Manager of Green Radio Sales and Service. "This is one of the many ways in which our National System saves us time and money."

"Our National Cash Register provides us with up-to-the-minute, departmental and transaction control totals of all sales. As a result, we can tell how much business has been

transacted at any time of the day without going through hand-written records as was necessary with our previous method. By simplifying our accounting system in this way, our National has reduced our bookkeeping costs by 75%.

"Our National System saves us at least \$2,640 a year, pays for itself every 9 months!"

B. J. Green

Vice President and General
Manager of Green Radio Sales and Service

Your store, too, can benefit from the increased efficiency and economy made possible by a National System. Nationals pay for themselves quickly, then continue to return a regular yearly profit. For complete information call your nearby National representative today. He's listed in the yellow pages of your phone book. ☎

TRADE MARK REG. U. S. PAT. OFF.

National

CASH REGISTERS • ADDING MACHINES

ACCOUNTING MACHINES

NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

989 OFFICES IN 94 COUNTRIES



GET SET FOR A GENERAL ELECTRIC



Stop fiddling with fine-tuning . . .



just push one button for a pre-tuned picture.

NEW ELECTRONIC SELF-TUNER

Easy to demonstrate—

Show your prospect how he simply adjusts the fine tuning on each channel when he gets his set. From then on, he hardly ever has to

touch the fine tuning dial.

Point out that this is a truly automatic self-tuner . . . that now remote control is really practical (standard on many models). Then be prepared to write the order . . . you're sitting in the middle of a BOOM!



ELECTRONIC SELF-TUNER, SLIM-SILHOUETTE CABINETS AND:



110° tube cuts at least 6 inches off depth of older cabinets—yet it brings in a better picture side to side and top to bottom than the old 90° tube. You can prove this in side-by-side tests.



Multi-Speakers give rich sound fidelity. The speaker has an aluminum voice coil, so sound is not distorted by atmospheric conditions. It's a quality feature to help your sales BOOM!



Power Chassis has a new cascade tuner that packs greater picture power than before. Even better fringe reception. Also positive dip-soldering, easy access for servicing.



Remote Control at no extra cost. Thanks to General Electric's new Electronic Self-Tuner, remote control is truly practical. You rarely touch the set except to turn it on.



Jeweled Control Panel is up front—can't get in the way of using the set as a "built-in." The channel indicator window lights up—your prospect can see it from across the room!

BOOM!

...WITH THE GREATEST SELLING FEATURES IN TV!



NEW SLIM-SILHOUETTE CABINET

*New 110° tube makes it only
15 inches deep*

Women especially will be sold by *this* feature. No more jutting television sets — Slim-Silhouette fits in beautifully — fits *flush* with other furniture.

This style feature is *so* hot, in fact, that world-famous decorator, William Pahlmann, was inspired to design whole rooms around it. Show your prospect how many ways she can use this neat, trim Slim-Silhouette.

On a room divider . . . on a bookcase . . . it fits in even a small room without dominating it. Again—you're in the middle of a sales BOOM!

*No wonder General Electric
is the most-wanted
franchise in TV today!*

New General Electric line makes everyone your prospect:

Progress Is Our Most Important Product

GENERAL  ELECTRIC



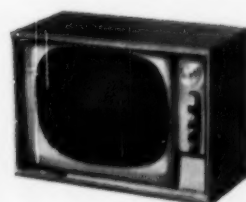
Model ZTC1548
262 square inches of viewable area.
Swivel base.



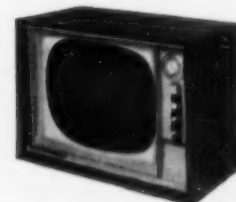
Model ZTC1555
262 square inches of viewable area.
Long, low, modern styling.



Model ZTC1562
262 square inches of viewable area.
Three speakers for rich, full sound.



Model ZIT1541
262 square inches of viewable area.
Sound projects from front.



Model ZIT1543
262 square inches of viewable area.
Electronic Self-Tuner model.

"HOT" OUTLET FOR APPLIANCE SALES...



The
Progressive Farmer

1956 APPLIANCE SALES**

% of U. S. Total	NORTH- EAST	NORTH CENTRAL	WEST	SOUTH
Electric Refrigerators	23%	29%	14%	34%
Electric Ranges	19%	27%	16%	38%
Electric Home Freezers	12%	26%	18%	44%
Electric Washing Machines	23%	27%	18%	32%
Automatic Washers	27%	26%	19%	28%
Electric Dishwashers	21%	17%	25%	37%
Radios	28%	31%	13%	28%
Television Sets	25%	29%	16%	30%
Electric Water Heaters	18%	25%	16%	41%
Room Conditioners	24%	25%	4%	47%

**SOURCES: All data on appliance sales and electrified homes from Electrical Merchandising, except automatic washers from American Home Laundry Manufacturers' Association.

†SOURCE: W. R. Simmons & Associates Survey of Magazine Readership in the Rural South.

*More than half the population of the 16 Southern states lives on farms or in rural communities of less than 2,500 people.



The PROGRESSIVE FARMER has 5½ MILLION readers† in the 16 Southern states—the biggest and fastest-growing regional market for electrical appliances.

The South is far more *rural** than the rest of the country. The Progressive Farmer is a must in any advertising plan to sell the *rural* South.

Among *rural* Southerners, age 20 and over, The Progressive Farmer has 1,730,000 more readers than Farm Journal... 690,000 more than Life... 1,120,000 more than Better Homes & Gardens... 1,570,000 more than Ladies' Home Journal.†

With its concentrated coverage, local influence and dynamic selling power in the *rural* South, The Progressive Farmer fills a major gap in the coverage of national magazines.

The major advertising schedules placed in The Progressive Farmer by leading appliance manufacturers is another reason why The Progressive Farmer is the No. 1 farm magazine and one of the leaders among all magazines in advertising volume.

A market that buys so many electrical appliances is a quality market for your product. Whatever you advertise and sell, The Progressive Farmer has the power to move it South!

**The SOUTH
Subscribes to**

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Admiral built-in TV, B121F1

ADMIRAL Built-In TV

Admiral Corp.,
1191 Merchandise Mart,
Chicago, 54, Ill.

Device: Special 21-in. set with dual 8-in. speakers No. B121F1.

Selling Features: Includes Imperial 440 chassis with new 110-deg. wide angle picture tube; golden picture frame; dual speakers for remote installation; requires only 16 in. deep space; super cascode circuits; cascode tuner; optic filter; push-button on-off switch and tone control; built-in antenna with provision for using an outdoor antenna.



Motorola "Golden Satellite" 21V1

MOTOROLA 1958 TV Line

Motorola Inc.,
4545 W. Augusta Blvd.,
Chicago, 51, Ill.

Models: Motorola 1958 TV line includes 30 models.

Selling Features: "Golden Satellite" electronic wireless remote control operates on superonic sound wires electronically generated by a magnetostrictive transducer, changes channels and turn set on-and-off (another model also controls volume of set), unit operates up to 40-ft. from set and is cradled in a receptacle on set when not in use; powered by a transistor, no mechanical clicks or noises. White cellulose acetate butyrate finish with gold trim, standard equipment on "Golden Satellite" line including No. 21T46 table; 21K80 console, 21K82 console; 21F8 combination TV-hi-fi; and 21V1 console; and two popular priced sets 21T45 and 21K82.

"Tube Sentry" another new feature, eliminates starting surge of power to tube filaments and delose application of plate power voltage until tubes are gently heated; entire line uses controlled heater tubes.

"Power M" and "Golden M" chassis found in 1958 sets have 4-wafer

NEW PRODUCTS Television and Radio

cascode tuning, more sensitivity and better selectivity; 3-stages IF; special high voltage rectifier tube has been added to all 21 and 24 in. sets.

"Power M" leader in 21-in. line is 21T39, table model; charcoal metal wrap-around cabinet with gold front; aluminized short neck 90 deg. tube; "picture pilot"; "Strat-O-Deck" horizontal chassis; push button on-off switch.

No. 21T40, finished in mahogany or blond; gold leader front; "Golden M" chassis; full power-transformer; "tube sentry" circuitry; wrap-around metal cabinet.

No. 21T42, masonite cabinet, mahogany or blond; "Golden M" chassis; 2 hi-fi speakers.

No. 21T43, has "instamatic" tuning to change channels at touch of button; masonite cabinet; grained mahogany or blond finish, "Power M" chassis. Console No. 21K72 has "Power M" chassis; masonite cabinet, mahogany or grained blond. No. 21K13 has "Golden M" chassis; "tube sentry" more elaborate cabinet. No. 21K74 has twin speakers; swivel base; swirl grained mahogany or blond finish. No. 21K75 has deluxe grill treatment, "Golden M" chassis; mahogany, blond or cherry finish. No. 21K76 has "Instamatic" tuning; "Golden M" chassis; mahogany, blond or cherry wood finish. No. 21K79, horizontal console has magazine shelf under set; polished leader front; "Power M" chassis; 3 hi-fi speakers; mahogany or Swedish oak. No. 21K81, custom deluxe front, "Instamatic" tuning, 3 speakers; channel picture window indicator; grained mahogany or blond grained finish.

"Golden Satellite" line includes table model 21T46, custom deluxe gold front; front-firing sound from 24x10 in. oblong speaker; channel window indicator. No. 21K80 console has French Provincial styling; twin 8-in. speakers; "Golden M" chassis, "tube sentry" No. 21K82, 2 hi-fi speakers; Danish styling-mahogany, blond oak or American walnut. No. 21F8 combination TV-hi-fi has gold front, 3 hi-fi speakers; "Golden M" chassis; "tube sentry". No. 21V1 fits in corner, also serves as a room divider; finished back; uses deluxe gold front, dual 8-in. speakers; solid American walnut; storage compartment at side of picture area.

Popular priced specials to introduce "Golden Satellite" remote tuner: 21T45, table, with "Power M" chassis, masonite cabinet, mahogany or blond, and 21K82 console.

24-in. models include a consolette No. 24C1 and a console, No. 24K18.

Two color sets: 21CT2, consolette and a console model, are included in line. Consolette has "color killer" circuitry that gives sharp black and white when color signal is not being received. Console combines dual hi-fi speakers with consolette features.

Prices: Range from \$169.95.



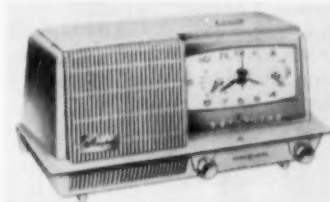
G-E AM-FM radio T120

G-E Radios

General Electric Co.,
Housewares & Radio Div.,
1285 Boston Ave.,
Bridgeport, Conn.

Models: New line Musaphonic table and clock-radios including an AM-FM dual speaker model.

Selling Features: Top of line T-120 AM-FM dual speaker Musaphonic radio has special speaker mounts; latticed grilles; high quality audio output transformer; special circuit equalization for optimum bass; mocha and beige finish; automatic frequency control on FM; 2 large speakers for AM and FM reception; separate antennas for AM and FM; 8 tubes plus selenium rectifier; phono jack for record player plug-in; output jack for tape recorder.



G-E clock-radio C420

Clock radio C-420 (mahogany) and C-421 (wedgewood blue) feature "Snooze-alarm" control that permits 40-winks after alarm buzzer sounds, appliance outlet; slumber switch to turn radio off automatically within 60-min; phono-jack for record player; 5-tubes rectifier; speaker and clock.

T-115 Musaphonic radio is a dual speaker table model in mocha and beige or ivory and beige (T-116); 2-speakers; 5-tubes plus rectifier; phono jack; variable tone control.

Clock-radio line includes C-415-6-7 in ivory, pink and turquoise respectively; featuring "snooze-alarm", appliance outlet, phono jack, automatic wake-up switch and slumber switch to turn radio off automatically; 4 tubes rectifier and Dynapower speaker.

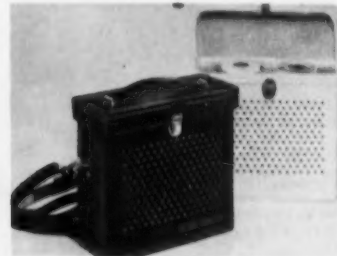
C-405, 6 in grey and white, or pink, are new clock radios with automatic wake-up and slumber switches; G-E clock, 4-tubes plus rectifier and G-E Dynapower speaker.

Dual speaker table model T-105, 6, in mahogany or white, has 2 Dynapower speakers, 4 tubes plus rectifier.

All but AM-FM radio has printed

circuit chassis; and all have built-in ferrite rod antennas.

Prices: AM-FM T-120, \$75; clock-radios from \$24.95 to \$49.95.



Columbia Transistor radio TR-1000

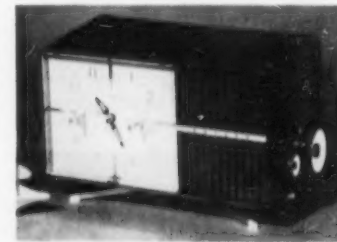
COLUMBIA Transistor Radio

Columbia Records,
799 Seventh Ave.,
New York, 19, N. Y.

Device: Columbia portable transistor radio No. TR-1000.

Selling Features: Complete with leather camera-type case; fits in palm of hand; equipped with tiny transistors to supplant conventional tubes; can be powered by flashlight-size batteries; 4-in. loudspeaker; long, permanent concealed antenna; vernier tuning; ear-phone attachment; top grain cowhide cases.

Price: \$69.95.



Philco clock-radio F-754

PHILCO Radio Line

Philco Corp.,
Philadelphia, Pa.

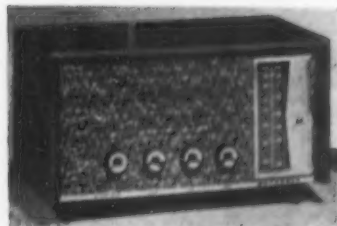
Models: Philco 1957 radio line includes 6 table models; 3 with twin speakers; 2 AM-FM models; 5 clock-radios and 4 transistor sets.

Selling Features: Twin speaker control gives twin bed listeners a private ear for bed-time listening; twin speaker switch is used in F-760 clock-radio—each speaker can be turned on independently or both can be operated simultaneously; 4 other clock-radios in new cabinet styling include F-754 on a swivel base; lever-type knobs for easy setting of timer; luminous hands; lighted radio dial; appliance outlet "Lullaway" circuit to dim rather than abruptly shut off sound.

AM-FM models F-974 and F-976 have 7 tubes plus rectifier flip lever band switch, 5 1/2 in. speaker.

Clock-radios have wake-up to music alarm; lever knob; automatic timer with buzzer alarm; swivel base; 4-in. speakers; clock and radio dial lights; tuned RF stage with 3-gang condenser; available in a variety of cabinet finishes.

Prices: Table models—from \$19.95 to \$39.95; AM-FM radios, \$69.95 to \$89.95; clock-radios, \$27.95 to \$49.95; transistors \$44.95 to \$69.95.



Motorola AM-FM radio No. 10T28

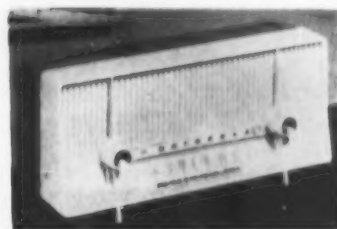
MOTOROLA Radios

Motorola, Inc.,
4545 W. Augusta Blvd.,
Chicago, 51, Ill.

Models: Motorola table radio line is highlighted by two AM-FM models. **Selling Features:** AM-FM table radio 10T28 has 8 tubes plus rectifier; tuning eye; phono-jack; separate tone control; vernier ball bearing tuning; 2 extra stage IF, flywheel tuning drive; wood finishes. A similar model also available as a remote AM-FM tuner for use with hi-fi instruments, HK18, has all features of 10T28 except speaker and amplifier system; can be placed on shelf or table near hi-fi unit; long remote cable provided to jack into hi-fi unit.

Top of AM line is twin speaker 6T26 with 5 tubes plus rectifier, ferrite rod antenna; separate tone control; vernier ball bearing tuning; avc; phono-jack for record player; mahogany or antique.

5T25 has cloth grille, large lighted slide rule dial; exposed twin coil ferrite rod antenna; plated circuitry; modular construction; pilot light, phono-jack



Motorola table radio 5T24

Molded front and back model 5T24 in 2-tone mist green and white; slide rule dial; concave and convex surfaces; twin 4-in. speakers; pilot light, phono-jack; pushbutton on/off control.

Leader, 5T21 in white 4 tubes, rectifier; large tuning knobs with easy to read calibrations; 4-in. speaker; exposed twin coil rod antenna. No. 5T22 has all above features in citron, red or antique. No. 5T23 has plated circuitry (PLAcir) and STAcir modular construction; push button on/off control; mocha, carnation, citron, antique white.

Prices: AM-FM models \$99.95 and \$79.95 others from \$19.95 to \$39.95.

Clock-Radios

Models: 7 new clock-radios in line.

Selling Features: All models but leader has buzzer alarm, on-off sleep switch, appliance outlet. Some models have molded, sealed backs to act as bass reflex type of sound enclosure for better speaker and sound response; ferrite rod antennas standard on all models.

NEW PRODUCTS Radios and Hi-Fi



Motorola clock radio 5C25

Leader, No. 5C21, white only with black clock face and gold trim has a 4-in. speaker, oversize speaker magnet; plated circuit chassis; modular design.

5C22 in mahogany, mocha, pink, citron or antique white has buzzer alarm, sleep switch outlet, twin coil ferrite rod antenna.

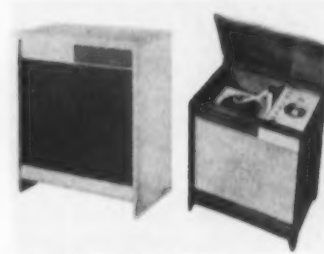
Molded back 5C23 in 2-tone; round clock dial trimmed in silver metal and ebony; loudness control compensates bass and treble response. No. 5C24 has all features of 5C23 with vernier ball bearing tuning, pilot light in tuning dial, phono jack for record players and 5 in. speaker.

Bi-level, in long low slim silhouette featured in 5C27; Volumatic control, mocha, hyacinth or antique white.

Calendar clocks, 5C25, identical to 5C24 with a calendar Motorola that tells time of day and date; 2-tone mist green and white, or mocha.

Top of line, 6C26 has 6 tubes, 3 gang condenser; separate full range control, Volumatic, pilot light, phono jack, vernier slide rule station selector and luminous clock face; grey or antique white with brushed aluminum.

Prices: From \$29.95 to \$49.95.



Westinghouse Hi-Fi Seville and Monaco

WESTINGHOUSE Hi-Fi Line

Westinghouse TV-Radio Div.,
Metuchen, N. J.

Models: 4 basic models including vertical and horizontal console phonos; Seville and Biarritz; AM-FM radio-phono combinations: Fontainebleu and Monaco.

Selling Features: Seville, leader, a 3-speaker vertical console in contemporary design has 4-speed changer, record storage space; sound system with 12-in. intermediate and bass speaker, also 2 complementary 4-in. treble speakers that operate through filter network from amplifier output of 6 to 8-watts undistorted; compensated loudness control maintains proper

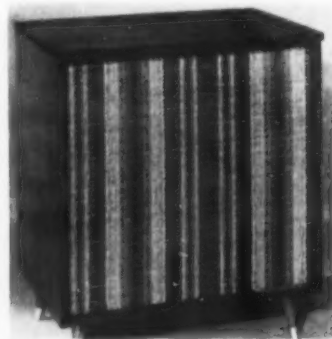
bass-to-treble ratio; automatic switch cuts off changer and amplifier after last record; terminal outlets for remote speaker hookup; mahogany or, lined oak.

Monaco, vertical console radio-phono combination has same features as Seville with permeability-tuned AM-FM tuner, jewel pilot light on front panel, pushbutton on-off switch; recording compensation control; tuning eye; jacks for tape recording or play-back; mahogany or lined oak.

Biarritz, 4-speaker sound system in an acoustically-designed horizontal console; unbreakable sliding panels on changer well and front control panel conceal all controls and preserve contemporary cabinet lines; 4-speed changer has ceramic cartridge with dual diamond-sapphire styli, muting switch, pop filter; speakers include 15-in. bass, 7-in. intermediate and two 4-in. treble speakers powered through cross-over network. Other features include jewel pilot light, compensated loudness control, push-button on-off switch, recording compensation control, remote speaker and tape recorder jacks; automatically operated shaded light in changer well; comes in mahogany, lined oak or honey fruitwood.

Fontainebleu, horizontal console radio-phono, has all Biarritz features with deluxe counterbalanced AM-FM tuner; tuning eye; permeability-tuned; employs ratio detector to prevent frequency drift; whistle filter. Available in hand-rubbed veneers of mahogany, lined oak and honey fruitwood.

Prices: \$159.95 to \$298.50.



Stromberg Custom 400

STROMBERG-CARLSON Hi-Fi

Stromberg-Carlson,
Div. General Dynamics Corp.,
Rochester, 3, N. Y.

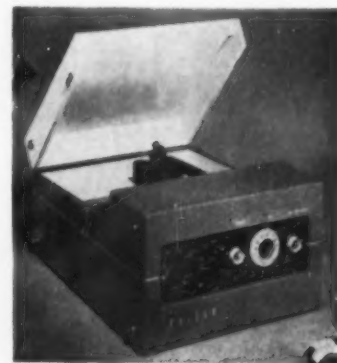
Models: 2 new "Custom 400" hi-fi sets Ventura and Jubilee.

Selling Features: Both models modern; Ventura provides fully automatic 4-speed record changer with dual sapphire stylus, 15-watt hi-fi amplifier with separate continuously variable bass and treble controls 2 loudspeakers, a 12- and an 8-in.; and 40 to 16,000 cps frequency response; mahogany, cherry or lined oak hardwood completely covered; ventilated back.

"Jubilee" combines automatic 4-speed record changer and hi-fi FM-AM

radio in modern cabinet with woven bamboo grille; record changer has dual sapphire stylus; radio has "magic eye" tuning, 2 built-in antenna systems; 11 tubes giving 15-watt output; separate continuously variable bass and treble controls; 3 speakers a 12-in. woofer, 8 in. mid-range and 3-in. tweeter; 30 to 20,000 cps; mahogany, walnut or lined oak cabinet with space for record storage, phono compartment has light.

Prices: Ventura, \$199.95 mahogany, \$215 cherry and lined oak; Jubilee, \$289.95 mahogany, \$299.95, walnut and lined oak.



Philco Phono F-1406

PHILCO Phonos

Philco Corp.,
Philadelphia, Pa.

Models: Philco phono line includes 6 record players and 9 hi-fi phonos and 2 tape recorders.

Selling Features: Record player line includes a 3-speed manual player; No. F-1372; a twin 4-in. speaker model F-1374; a 4-speed, automatic portable with automatic shut-off No. F-1402; F-1404, twin hi-fi, 4-in. speakers, 4-speed automatic player with automatic shut-off; F-1406 combination 4-speed automatic and AM radio; F-1408 table model with twin 4-in. hi-fi speakers, AM radio, magnecor antenna; 4-speed changer with automatic shut-off.

Hi-fi models include F-1500, portable set with 6 in. woofer and 5 electrostatic speaker; F-1600 console with removable legs, 8-in. woofer; 5 electrostatic speaker; 6-in. boom gate; AM-FM tuner and tape recorder input jack. F-1702 AM radio hi-fi has 6-tube radio with RF stage; pancake antenna; 8-in. woofer; tape recorder input jack; 4-speed changer. F-1800 features record storage; 10-in. woofer; electrostatic speaker; 4-speed player with automatic shutoff. F-1802, combination AM-FM tuner and hi-fi tuner with tuned RF stage. F-1900 has 30-watts push-pull output; 15-in. woofer; LS "Cathedral" electrostatic speaker. F-1902 hi-fi phono and radio has tuned RF stage on AM, AFC on FM; 15-in. woofer; electrostatic speaker.

TR-100 and TR-200 tape recorders feature monitor switch, precision tape index timer; safety switch; push button control; dual speaker system; tape speed control; pause control; 2-tone case.

Price: \$29.95 to \$119.95 for phonos; \$119.95 to \$460 for hi-fi; \$119.95 to \$219.95 for tape recorders.



NEW SHORTER LINE
(cuts your inventory)

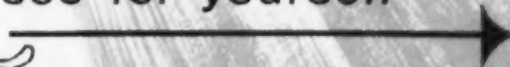
STILL THE MOST COMPLETE LINE
(lets you make every sale)

The '58 **PHILCO-BENDIX®** **LINE**

**...built to make
the retail sale!**



... see for yourself



You'll drum up more
BIG FILTE



The ^{'58} **PHILCO-BENDIX® LINE**

e retail sales with the... ER DRUM

Your great selling feature
IN THE 1958

PHILCO-BENDIX DUOMATIC WASHER-DRYER COMBINATION

Philco-Bendix dealers already have the terrific advantage offered by the only washer-dryer combination with a four-year head start. Now here's the real sales clincher — *The Big Filter Drum*. It gives you the answer to all your customers' questions about the Duomatic's superiority. Shows them why the Duomatic is better in all ways — washes cleanest . . . dries fastest (45 minutes faster than other combinations) . . . fluff-dries without wrinkling . . . does away with lint on clothes!

Here's the way the BIG FILTER DRUM points out hard-selling Duomatic features.

- ▶ **BFD** is safe for any and all fabrics.—even the miracle fabrics!
- ▶ **BFD** washes cleanest, dries 45 minutes faster than any other combination!
- ▶ **BFD** does away with lint on clothes!
- ▶ **BFD** dries without wrinkling.
- ▶ **BFD** washes heavily soiled clothes with the exclusive "Power-Soak" Cycle.
- ▶ **BFD** leaves clothes completely damp-dry before the fluff-dry cycle. Can be used as a separate washer or dryer!



**CALL YOUR PHILCO-BENDIX
DISTRIBUTOR TODAY!**

is built to make the retail sale!

You'll make any and **PHILCO-BENDIX®** **"TWSOMES"**

**Exclusive Philco-Bendix Demonstration Center lets you
 sell two matched pairs with only three units**

One Philco-Bendix Wrinkle-Free Dryer matches both Automatic and Gyromatic Washers.
 Whether your customers prefer a top-loading or front-loading washer,
 you'll make every matched-pair sale with Philco-Bendix "Twosomes."



▲ Ball-Point "Twosome" in 3 step-up pairs —
 Custom, Deluxe and Special models!

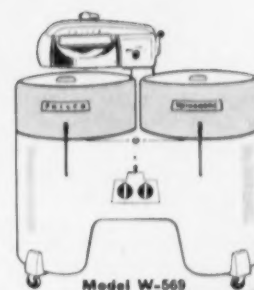
▲ Gyromatic "Twosome" ▲
 in handsome Custom pair!

every retail sale with...

plus...

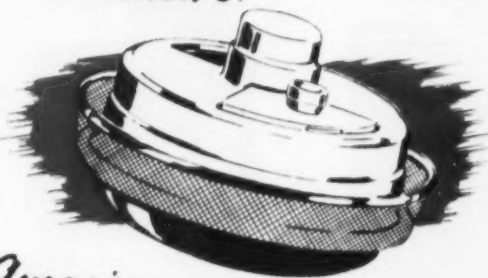
PHILCO-BENDIX wringer-washers

The line is led by the famous *Twin-A-Matic*, the machine that does 7 washes in less than a half hour. Seven different single-tub models offer your customers cleaner washes, big savings in water, rugged transmission for long, trouble-free service, all porcelain tub, lifetime aluminum agitator, and a host of other retail features. You can make every wringer sale with Philco-Bendix.



Philco-Bendix Home Laundry Appliances
are brought to you by Philco Corporation

Exclusive!



Amazing new Filter-Dispenser

Another Philco-Bendix first—exclusive on the "Ball-Point" Automatics. With the new Filter-Dispenser, Philco-Bendix "Ball Point" Automatics give Double Filter Action... end lint problems forever. What's more, this amazing invention dispenses detergent and bleach during the wash cycle... softener, bleach and clothes conditioner during the rinse cycle. All automatically! Another feature that's built to make the retail sale!

PLUS the famous ECONOMAT!

And... **HERE'S HOW PHILCO-BENDIX
ADVERTISING AND PROMOTION WILL
HELP YOU MAKE THE RETAIL SALE!**

September will kick off an exciting new look in advertising and promotion for Philco-Bendix dealers.

Big, powerful, four-color advertisements will appear monthly in the nation's leading magazines—

SATURDAY EVENING POST
... PARENTS' ... McCALL'S ...
BETTER HOMES AND GARDENS
... GOOD HOUSEKEEPING ...
LADIES' HOME JOURNAL, etc.

The entire program is tailored to give you the greatest selling power at the retail level. New retail-slanted promotions... and retail-slanted tie-in partnership advertisements.

Don't miss your distributor's Open House Presentation. He's got a red hot program with a big payoff for you. He will fill you in on all the details of this new advertising and promotion program built to make the retail sale.

And ask your Philco-Bendix distributor salesman about the great "Charter Dealers" Contest—58 golden Duomatics and window displays awarded free.



built to make the retail sale!

PHILCO-BENDIX® for '58



Motorola hi-fi 15KT25

MOTOROLA Phono-Hi-Fi

Motorola Inc.,
4545 W. Augusta Blvd.,
Chicago, 51, Ill.

Models: Motorola 1958 phono hi-fi line includes 13 models.

Selling Features: Top of line hi-fi, 15KT25, is a 2-piece unit; housed in separate cabinets of hardwood in contemporary design; a 490 watt amplifier and a pre-amp unit combine to deliver 25 undistorted watts to 4-speaker sound system; pushbutton keyboard control; automatic 4-speed changer; diamond stylus. In separate speaker cabinet there is a 15-in. Electrovoice woofer with 1 lb. magnet; vertically mounted horn tweeter and a dual mid-range horn system to handle as high as 20,000 cycles. Controls in form of Fletcher-Munson keyboard; input jack for tape recorder; unit includes a built-in AM-FM tuner.

Hi-Fi combination AM-FM 15KT24 comes in provincial or contemporary cabinet; sound section of cabinet is acoustically designed to provide infinite baffle; 4-speed changer intermix unit with diamond stylus; speaker system includes a 15-in. Jensen woofer; two 5 1/4 in. middle register speakers and a 5-in. tweeter. AM-FM radio with electronic tuning eye plays through speaker system; mahogany, swedish oak, or cherry.

Hi-Fi phono 6K22 features same sound system and changer as 15KT24; delivers 10 watts undistorted sound from 20-watt, 6-tube amplifier; mahogany, swedish oak or California mahogany.

Two smaller wood consoles, 5K21 and 5K23 have 16-watt amplifiers; 3-speaker systems; 12 in. woofer, 8 in. mid-range and 4-in. tweeter; 4-speed record changer with 45 rpm spindle included.



Motorola hi-fi 3H25

Table model 6H27 has 20-watt amplifier, 3 speaker sound system two 4's and an 8; 10-watts power; 4-speed changer; brass legs. Companion model 6H26 has same features in luggage type portable case.

Table model 3H25, smaller table

NEW PRODUCTS Hi-Fi and Phonos



Motorola radio-phono 5R23

model has 5 watt amplifier; 3 speakers two 4's and a 6; 4-speed changer; 45 rpm spindle; dual sapphire stylus; brass legs, mahogany or oak.

Lowest priced model 3H24 in fiber glass; blue, suntan or antique white; has 5-watt amplifier; 3 speakers, 4-speed, intermix changer; sapphire dual point stylus; 45 rpm spindle.

Phono

Phono models start with leader 2F21 in 2-tone red or blue; 4-speeds; insert pops up for 45's; 2 matched speakers; dual stylus; separate tone control. 3F22 has 4-speed changer, dual stylus, 6 in. speaker, 45 rpm spindle; 2-tone blue and white or flame and white or charcoal.

Twin speaker radio-phono, 5R23 has 4-speed changer and a 5-tube AM radio in 2-tone brown and sand or mist green and white fiber glass case; PLAcir circuit radio with twin 4-in. speakers, pilot light.

Prices: From \$34.95 to \$775.95.



Olympic "Kinsley"

OLYMPIC Hi-Fi Models

Olympic Radio & TV Inc.,
Olympic Bldg.,
Long Island City, 1, N. Y.

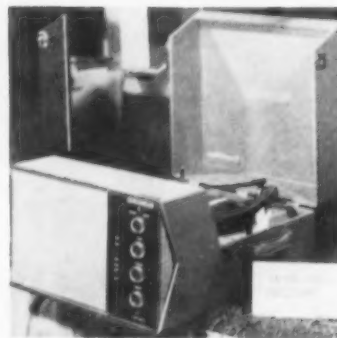
Models: Olympic 1958 line of Hi-Fi models include 10 basic styles in 26 finished.

Selling Features: Kinsley No. 588 radio-phono console features AM radio, 4-speed phono, ceramic cartridge; dual sapphire styli and 3-speaker sound system in mahogany. Valencia No. 589 has 7-tube AM-FM radio, 4-speed

phono, ceramic cartridge; dual sapphire styli and 3-speaker sound system; No. 412, 2-speaker hi-fi portable AM radio phono in 2-tone leather.

Other hi-fi radio-phono consoles offer 12-tube AM-FM chassis, 4-speaker sound system; GE pickup and dual sapphire styli.

Prices: Kinsley, \$129.95; Valencia, \$179.95, No. 412, \$89.95.



Columbia portable hi-fi 518-R

COLUMBIA 1958 Phonos

Columbia Records,
799 Seventh Ave.,
New York 19, N. Y.

Models: Columbia 1958 line includes 38 models including portable phonos and hi-fi phonos, table model, consoles and combinations—both radio-phono and radio-phono-tape; stereophonic tape records and portable radio-phonos, and a portable transistor radio.

Selling Features: Outstanding innovation is DEP (directed electromotive power) which provides complete control of low frequencies, resulting in smoothness of bass sound; links loud-speaker and amplifier in negative feedback system for eliminating sound distortion in low frequency ranges; used in 14 models.



Columbia "Masterwork" hi-fi-radio-phono 872

Top-of-line "Masterwork" series includes a hi-fi phono console, 3 radio-phono combinations and two radio-phono-tape recorders featuring D.E.P.; AM-FM radios; tuning meter for simplified positive tuning, oscilloscope tuning control; tape recorder combinations have tape recorder with program clock.

Hi-Fi radio-phono consoles have 4 and 5-speaker models; built-in AM and FM antennas; flywheel station selector DEP; mahogany, blond, walnut, sandrift, or teak.

Hi-Fi portables include 2 manual models for educational training, private or classroom; EP-1 earphone attachment available for private listening or as second amplifier for PA system tuner and stereo input jack and two 8-in. speakers.

Price: From \$29.95 to \$1995.00.



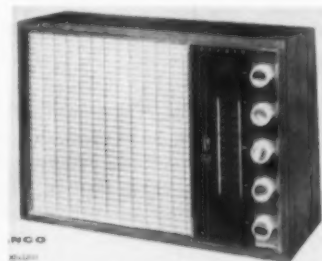
Granco Imperial, RP-1230

GRANCO Hi-Fi

Granco Products Inc.,
36-07 20th Ave.,
Long Island City, 3, N. Y.

Models: 4 new "Imperial" series hi-fi sets include 3 combinations and a table radio model.

Selling Features: The 3 combinations provide 4-speed automatic record changers; multiple speaker systems; combined cross-over network for maximum hi-fi response; input jacks for tape recorder and additional external speakers and complete FM-AM radio reception. Lowboy RP1210, mahogany; console RP-1220, mahogany, and Provincial console, RP-230 in fruitwood.



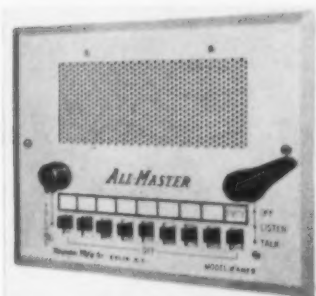
Granco HF-1200

The 4th model, No. HF-1200, is a 3-speaker hi-fi FM-AM table radio in solid wood cabinet; has an 8-in. woofer, 4 in. mid-range and 4 in. tweeter, push-pull, 10-watt output; phono and tape recorder jacks; external speaker connection and a 12-tube chassis including tuning indicator, sable walnut finish.

All models have Super-G Coaxial tuner, Micro-Line tuning indicator, separate wide-range bass and treble controls and illuminated dial controls for FM and AM.

Price: From \$149.95 to \$339.95.

NEW PRODUCTS Intercoms and Phonos



Rayovox "All-Master Intercom AMF-9

RAYOVOX Intercom

Rayovox Mfg. Co.,
902 Albemarle Rd.,
Brooklyn, 18, N. Y.

Device: Rayovox All-Master 9-room packaged intercom, AMF-9.

Selling Features: Packaged system is pre-wired and available in flush, desk and wall surface mountings; installed the system is ready for use 24-hrs. a day and electricity is used only during actual conversation; requires only one amplifier located at No. 1 station; any of 9 master stations can turn on amplifier by remote relay control; any station can originate a call with one or all other stations; plug-in type single amplifier can be installed or removed in minutes; privacy switch at each station eliminates eavesdropping; flush mount models can be installed during construction; system uses a 16-wire color-coded cable; by adding a door-answering remote unit the system serves as an electronic butler from any room; also as an electronic baby sitter with addition of a radio system it can be used for music distribution; basis system includes 6 flush mount master units with provision for adding 3 more stations of flush, surface or outdoor type.
Price: \$300.



Garrard "Crest" TMK11 record player

GARRARD Record Player

Garrard Sales Corp.,
80 Shore Rd.,
Port Washington, N. Y.

Model: Garrard record player "Crest" TMK11.

Selling Features: Compact 4-speed single record player designed to provide quiet, trouble-free performance from one complete turntable and tone arm assembly; by eliminating automatic record-changing features it has been able to incorporate such advancements as smooth, quiet Garrard 4-pole shaded induction motor, new belt-free True-Turret drive; it starts automatically with simple movement of tone arm and shuts off automatically at end of record.
Price: \$32.50 less cartridge.



Buton Transistorized player

BUTON Transistorized Record Player

Audio-Master Corp.,
17 E. 45th St.,
New York City

Device: Buton transistorized portable record player.

Selling Features: A German import; hi-fi equipment is contained in 3-tone carrying case; 4 special transistors; operate on a 6-volt battery, plays 33, 45 and 78 rpm records; range from 30 to 13,000 cps.
Price: \$89.50



Tele-Tone phono K730

TELE-TONE Phono

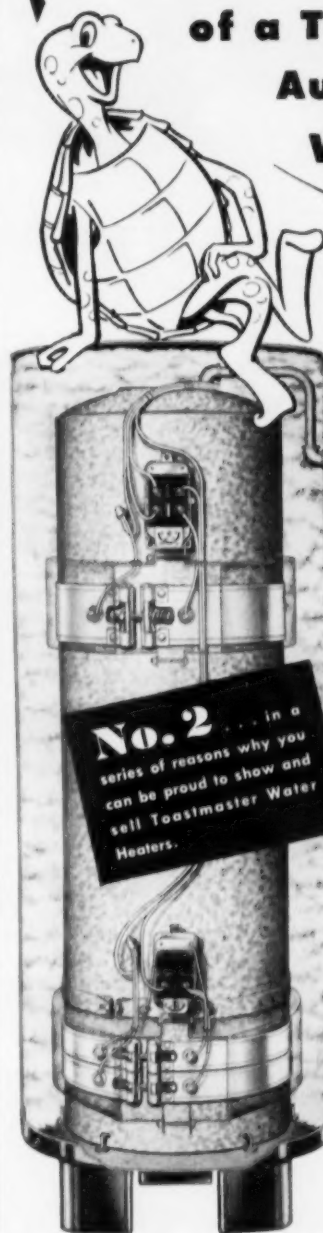
Tele-Tone Co. of America,
1178 E. 180th St.,
New York, 60, N. Y.

Device: Teletone 3-speed kiddie phono console, No. K 730.

Selling Features: Plays 7, 10 and 2 in. records in 3 speeds; pilot light automatically illuminates front design panel; compact design; weighs 12 lbs. pink or blue.
Price: \$39.95.

Under the shell...

of a TOASTMASTER Automatic Electric Water Heater



The Toastmaster* Water Heater tank is fabricated of heavy-duty steel. The head and base are welded with extreme care . . . and once the tank is finished, it is either glass lined or heavily galvanized by the superior hot-dip method. Then the tank undergoes strenuous hydrostatic testing to assure performance under normal operating conditions.

After the tank has been attached to the water heater base by means of tough J-bolts, the remarkable Life-Belt* Elements are attached. (Depending upon the type of water heater, either one or two elements are installed.)

The long life and extreme dependability of the Life-Belt Element lies in (1) "gentle" heat application, at temperatures far below the burn-out capacity of nickel-chromium resistance wire, and (2) wide-area heat application, which prevents formation of lime and scale inside the tank.

Extra-heavy spring loading maintains constant tension of the element upon the surface of the tank, thus assuring efficient contact. And since the entire element is enclosed in a reflective steel channel, the heat is transferred through the tank surface to the water with maximum efficiency.

See next month's ad for more *Inside Facts* about Toastmaster Water Heaters!

McGraw Electric Co. • Clark Division
5201 West 64th Street • Chicago 38, Illinois



*"Toastmaster" and "Life-Belt" are trademarks of McGraw-Edison Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" toasters and other "Toastmaster" and "Tropic-Aire" products.



TOASTMASTER Automatic Water Heaters



John H. Breck, Jr. of the Brand Names Foundation presents that organization's award for "Retailer of the Year" to General Electric retailer Gilbert A. Bering, Jr.—as Conover girl Carole Michelson looks on.

Meet the man just named "Retailer of the Year"

by the Brand Names Foundation.

He knows the retail business well.

He knows his brands well, too.

He has some mighty strong opinions on "private" brands

This is Gilbert A. Bering, Jr., of Norfolk, Virginia. He runs the Mechanical Engineering Corporation, a retail appliance business with three branch stores in the Norfolk area.

Mr. Bering handles two lines of appliances—one of them General Electric. He has sold the General Electric line for four years. Throughout this short period, it has grown to be the major portion—65%—of his business.

Gilbert Bering has some opinions about private brands that should be of interest to retailers not only in Norfolk, but in every town in the U.S.A. Here's what he says:

"I believe that retailers have been discriminated against by their manufacturers making private brands.

"I consider this unfair.

"The General Electric 'no private brands' policy prevents this injustice.

"I think this General Electric policy is very valuable and helpful to local retailers who carry General Electric appliances . . . it means the General Electric retailer doesn't have to worry about a sale up the street of a low-priced private brand made by General Electric. That makes a lot of sense to me!"

Mr. Bering's words illustrate very clearly the belief that is the basis for *all* General Electric policies. That belief is simply this: *what is good for General Electric retailers is certainly good for General Electric.*

General Electric Company, Appliance and Television Receiver Division, Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

TRADE REPORT



HARRY GRAYSON

News Editor

AIR CONDITIONING MEN TRY TO FIGURE . . .

How to Live With a Near-Record Inventory

WHAT'S going to happen to the room air conditioner business during the months ahead?

That's the big question now as the industry closes its books on a disappointing 1957 season in which sales may have fallen below 1956 levels (informed sources estimate sales at around 1.55 million units) and which will leave an inventory of over 750,000 units (some say it may wind up as high as 900,000 units).

If past performance is any guide, the industry is in for a series of "dumps" aimed at paring down this carry-over. Also, if history repeats itself, such early-season dumps could set a depressed price level that might prevail throughout the 1958 selling season.

However, air conditioning men think there's a good chance that history will not repeat itself in 1958.

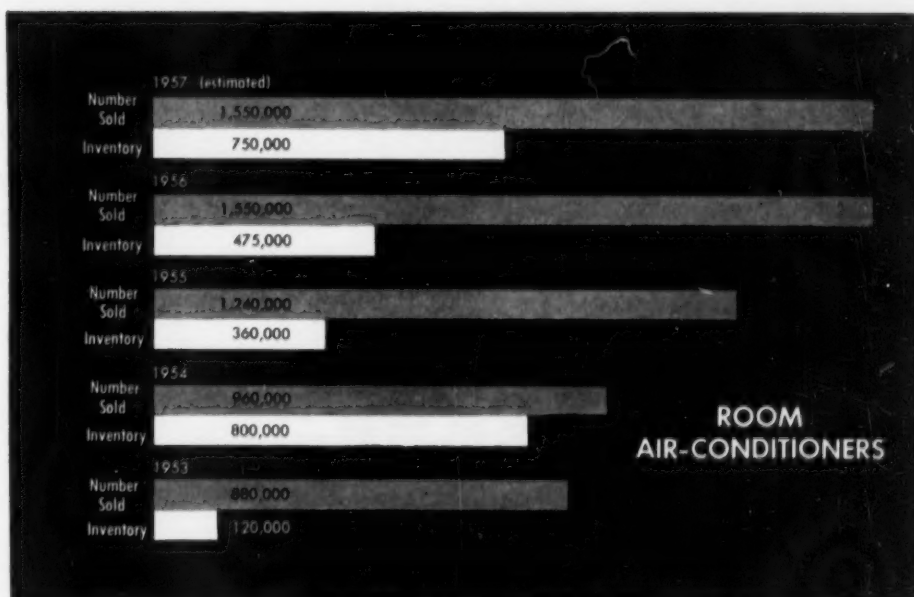
They point out that, by and large, this year's inventory is in the hands of manufacturers who may be able to resist pressures to dump. They point out further that rising manufacturing costs in the months ahead may actually enhance the value of this year's carry-over inventory.

The Full Meaning

From the generally-optimistic attitude of most manufacturers who are now assessing the full meaning of their inventories, the picture looks less bleak than might appear on the surface. Most are confident that large-scale dumps can be controlled; all are looking forward to a new record year in 1958.

Among the reasons for manufacturer optimism are the following:

—Consignment selling, although a controversial policy in the air conditioner business, seems to have accomplished one thing: due to the fact that many manufacturers have such plans, a large part of this year's inventory will be returned to the factory. Thus inventory



INVENTORY CARRY-OVER of unsold room air conditioners was greatest in 1954 when a whopping 800,000 units were left over after a sale of only 960,000. This year's estimated 750,000 units isn't quite so bad when compared with a sale of 1.55 million units.

will be mostly in the hands of the manufacturer. This should thin out the likelihood of large-scale dumps because manufacturer ranks have been weeded out to the point where there are few left in the business who might be termed "financially unsound."

—The year 1955, following the big 1954 carry-over (see accompanying chart), saw terrific pre-season selling. Manufacturers thus reason that a large carry-over this year might be instrumental in making 1958 a new record year. The most optimistic say they are preparing for a 10 percent better sale industry-wide than in the last record year (1956).

—As far as prices on merchandise next year are concerned some concede that they will

hold low as long as unsold inventory from 1957 remains around, but most are confident that prices will advance as this inventory is cleared and the demand for air conditioners is again being met by late-model units. Surplus prices, industry spokesmen point out, have no effect on production costs. They also point out that most of the profit has been taken out of these surplus units this year.

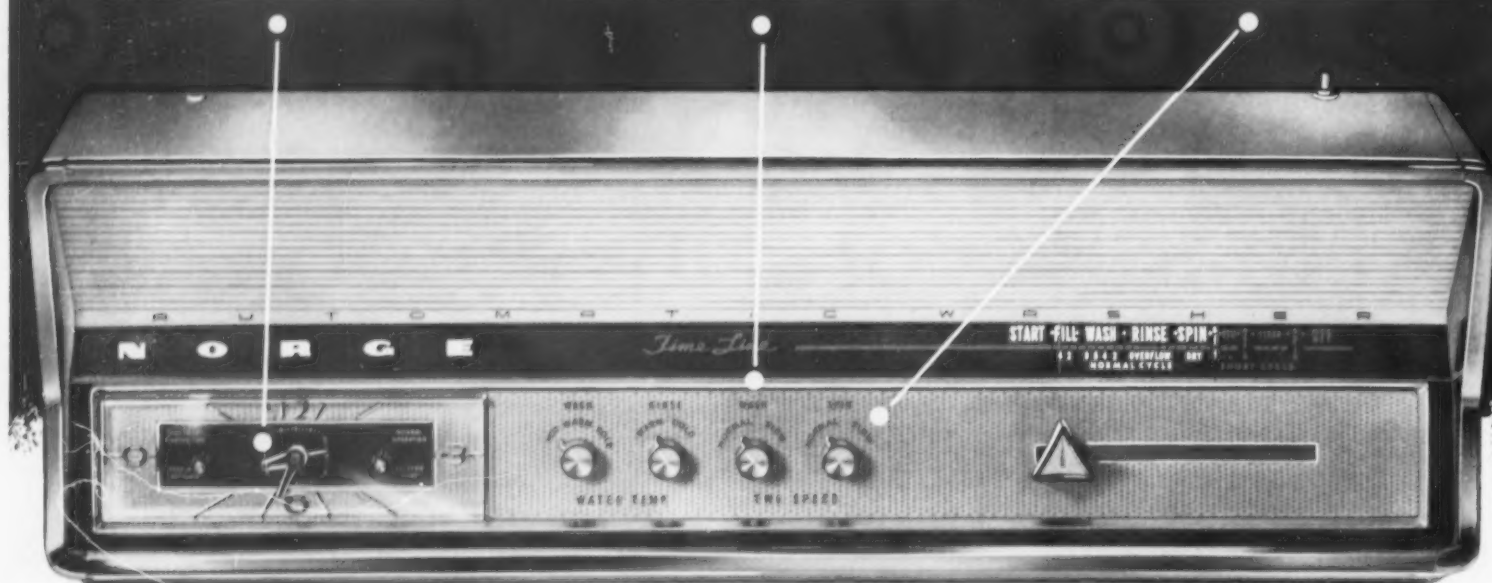
—Product innovation is apparently not going to suffer from a too-heavy inventory. Although some concede having yanked some new models from their production lines, others say they will continue to make planned product improvements; still another reports that he "will have the most revolutionary new ideas in air conditioners ever known."

MORE▶

**Round-the-
Clock Timer**

**2 Wash
Speeds!**

**2 Spin
Speeds!**



NOW ALL ADDED TO GREAT

'58 NORGE WASHER

Dispenser Wheel!

**WITH
AUTOMATIC
LINT-OUT**

Round-the-clock timer starts washer automatically at any time selected! Women simply pre-set the timer to start the washer when they want to wash, day or night. They can wash while they sleep thus conserving hot water for daytime uses. They can save important money by washing during "off-peak" electric rates. Even permits a timed "pre-soak" period for clothes that require it. Most startling floor demonstration feature you've ever had!

2 Wash Speeds let women pre-set for nor-

mal agitator action, giving thorough cleansing for regular wash; or pre-set for slow agitator action, assuring super-gentle washing action for delicate fabrics!

2 Spin Speeds let women combine either normal or slow spin with either one of the two wash speeds. Here's perfect, thorough, but gentle washing and spin drying for every washable item ever created!

2 completely different automatic cycles with the famous NORGE dual Time-Line control! Select normal 32 minute cycle for

regular wash loads; or short 18 minute cycle for small loads, lightly soiled clothes, delicate fabrics!

Cold-Warm-Hot wash water selection permits the tailoring of the wash water temperature to suit the fabric; saves hot water, saves clothes!

Cold-Warm rinse water selection saves hot water when washing with synthetic detergents; permits complete cold water wash and rinse for special fabrics!



Model AW-28-2

EVERY '58 NORGE WASHER
HAS A MATCHING NORGE DRYER!

NORGE[®]
is The Dealer Profit Line!



NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza,
Chicago 54, Ill. Canada: Addison's Ltd., Toronto. Export Sales, Borg-Warner International, Chicago 3, Ill.

ELECTRICAL MERCHANDISING—SEPTEMBER, 1957

Plus— AUTOMATIC LINT-OUT Dispenser Wheel



**Automatically removes lint...
banishes yellowing, graying...
gets clothes up to 39% cleaner!**

Ordinary rinse water is turned into magic water when mixed with rinse-conditioner! And it's all automatic in the Norge! Lint is suspended in the conditioned water and floated away. No messy filters to clean or clog, either. Whitens, brightens nylons. Softens blankets, baby clothes; even eliminates the main cause of diaper rash.

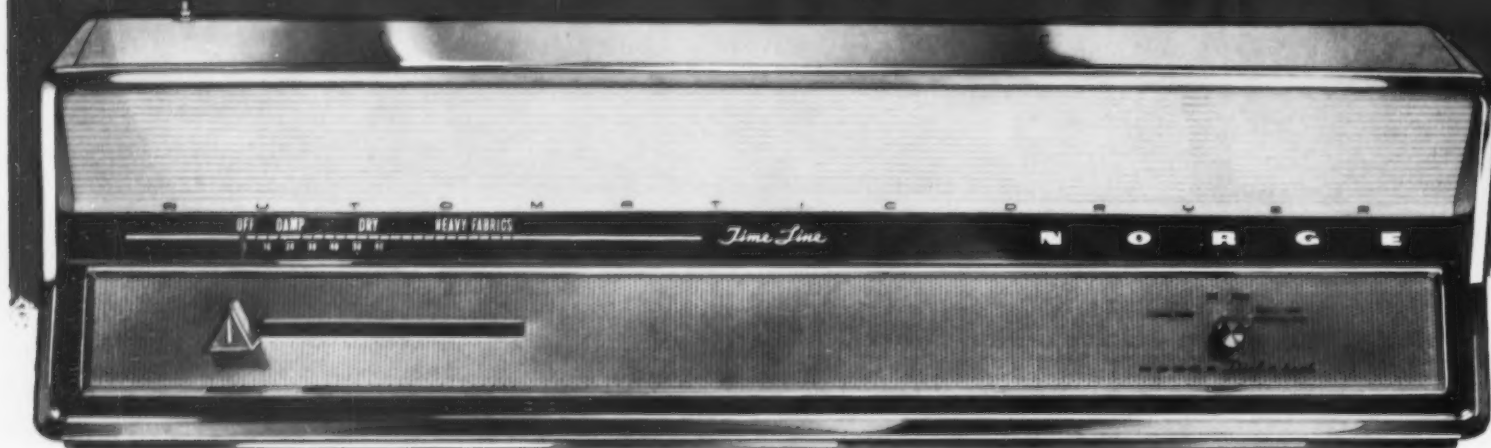
OTHER DAZZLING '58 FEATURES!

- Exclusive Time-Line Control—easiest to use, most flexible control ever devised for an automatic washer
- Huge 9 lb. porcelain tub with biggest agitator made—gets clothes cleaner
- Super Rinse and Super spin dry
- Automatic Suds Return optional
- Automatic sediment ejector • Full 5 year warranty on transmission components
- Water miser operation

**Automatic
Wrinkle-Out!**

**4 Separate
Heats**

**Superfast
at Safe
Temperatures**



NOW ALL ADDED TO GREAT

'58 NORGE 4-WAY GAS AND ELECTRIC Clothes Dryer

Demonstrate Automatic Wrinkle-out drying!

It lets you sell freedom at last from wash-day's biggest chore — that hot, endless job of ironing the tremendously increasing number of clothes made from the new miracle fabrics — the orlons, dacrons, nylons, rayons! A turn of the dial makes wash 'n wear clothes come out wrinkle free. Here's the hottest floor demonstrator...conversation piece...sales closer...you've ever had!

Demonstrate 4 separate heats!

Women will stand in front of your Norge spell-bound when you show 'em how they can actually tailor-make the heat for every different kind of fabric created! There are special heat settings for woolens, nylons, dainty lingerie, even cashmere sweaters. Depending upon the load, they can select (1) Room air temperature (2) LO (3) Medium and (4) Superfast at safe temperatures.

Demonstrate 4-way drying!

Only the years-ahead Norge has ever been able to build a dryer that lets the lady select the exactly correct, safe way to dry everything she washes (1) with or (2) without tumbling, and (3) with room temperature air, or (4) heated air. She can select the exact drying time she wants. She can dry clothes bone-dry or damp-dry for easy ironing. She can even dry nylon hose in perfect safety!



Model ED-28

EVERY '58 NORGE DRYER
HAS A MATCHING NORGE WASHER!

NORGE®

is The Dealer Profit Line!

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza,
Chicago 54, Ill. Canada: Addison's Ltd., Toronto. Export Sales, Borg-Warner International, Chicago 3, Ill.

ELECTRICAL MERCHANDISING—SEPTEMBER, 1957



4-Position HAMPER-DOR Funnels Clothes into Dryer Drum!

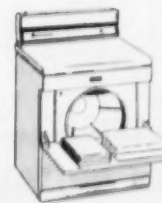
Ends bending, stooping on washday forever...the only dryer ever specifically designed for the easy transferring of clothes from a top loading washer!



1. Closed Position. It's a perfect mate for the Norge Automatic Washer.



2. Clothes-Chute Position. It's all ready for easy loading right from the washer.



3. Sort 'n Stack Position. It is a handy shelf for sorting and folding.



4. Clothes Basket Position. It's convenient for loading, unloading from clothes basket.

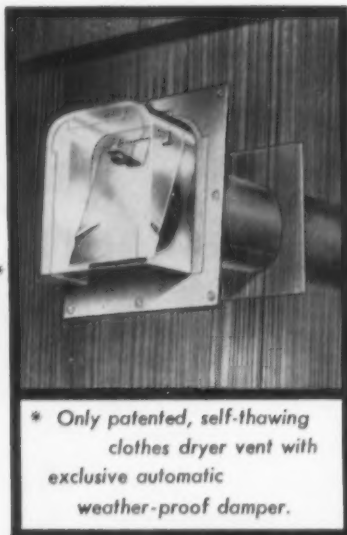
OTHER DAZZLING '58 FEATURES

- Lighted Time-Line Control, with Tel-A-Time Guide Line, times any drying period up to 120 minutes.
- Stop 'n Dry control • 5 way venting
- Super-capacity cylinder • Giant lint screen
- Automatic door switch • Stationary drying rack
- Ozone germicidal lamp

NOW DRY-R-X

BRINGS YOU

NEW NEW



* Only patented, self-thawing clothes dryer vent with exclusive automatic weather-proof damper.

SELF-CENTERING CLOSE-COUPLED VENT FOR SPEEDIER INSTALLATION.

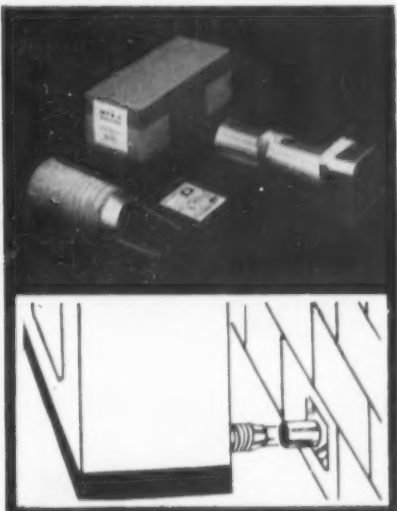
LOWER PRICES . . . MORE TO SELL FOR MORE PROFIT.

NEW VENT

New self-centering close-coupled vent provides for fastest, easiest direct venting on outside wall from kitchens and utility rooms. New coupling is automatically self-centering—automatically locates and tightens itself. Accordion action of flexible tubing automatically adjusts to desired distance from 12-inch maximum to flush. Available for 3-inch or 4-inch diameter dryers. All kits individually packaged with instruction sheets.

SAVES TIME AND LABOR

New coupling unit with 3-prong guide makes it easy to connect flexible tubing to vent pipe. No lost time or fiddling around in cramped quarters trying to engage tubing and vent.



NEW LOWER PRICES COMPLETELY LISTED FOR DEALERS AND DISTRIBUTORS

Our top quality line, together with completely new close-couple unit and new lower prices gives you more to sell for more profit. For your convenience we eliminate pricing guesswork. Only DRY-R-X provides separate, printed, easy-to-use price sheets for dealers and distributors. All prices are plainly spelled out so you know your profit picture at a glance. All DRY-R-X kits are individually packaged with instruction sheets. Freight allowed on orders for 120 hoods or more.

DRY-R-X VENT KITS FOR EVERY NEED

Flexible Kits include 3 or 4-inch DRY-R-X Exhaust Hood with Automatic Damper . . . 6 or 9-foot lengths of pearl-gray Flexible Duct 3 or 4 inches in diameter.

Rigid Kits include 3 or 4-inch DRY-R-X Exhaust Hood with Automatic Damper . . . 2 adjustable aluminum elbows, and 6 or 8 feet of Aluminum pipe in 2-foot lengths.

Write direct for information on displays, free literature and price sheets.

DRY-R-X CO.
6632 WEST SHORE DRIVE
MINNEAPOLIS 24, MINNESOTA

But, on the other side of the ledger, manufacturers have some doubts:

—They are afraid that consignment selling may have created an evil as well as an advantage. Many look upon the system as an initiative-killer on the dealer level. Opponents of the system say that the dealer is all too prone to relax his sales efforts when he knows he can return unsold units to the manufacturer without financial loss to himself.

Pax Inequity

—They look askance at the 10 percent excise tax on smaller units that has dogged the industry for a decade. The increasing popularity of the one-h.p. unit has been at least partly sparked by the fact that the ½-h.p. unit is thus taxed, while larger units are not. This has narrowed the price difference between ½-h.p. units and one-h.p. units, making the larger unit even more desirable than it would be if the customer reasoned simply from a cooling-power basis.

—Manufacturers still stress the fact that the industry has not learned how to do a selling job. They stress the importance of dealers selling features and the many advantages of air conditioning in general. Almost all agree that, in addition to cool weather, one of the principal deterrents to air conditioner sales this year has been the continuing tendency on the part of the industry to sell almost exclusively on the basis of price. Said one industry spokesman: "I am very much afraid that we have

not learned how to do a selling job."

Product Changes

Competition in this "bad" sales year of 1957 has brought about some changes that will be reflected in 1958 units. The 7.5-amp one-h.p. unit is now spreading across the industry. Introduced by Fedders this year, the model seems to have been extremely popular.

Although the merits of the so-called "portable" models aren't so universally extolled, there will also be more of them next year. Two manufacturers and a private label offered them this year; more will include them in 1958. They are becoming lighter in weight and may find acceptance on that basis.

Some Solutions

Some industry solutions for next year might therefore include:

—An extremely hot summer.

—A more equitable excise tax on units sold for residential use. Some manufacturers believe an across-the-board 5 percent for all sizes of units would be more fair, would bring new life to the ½-h.p. unit.

—Dealer awareness that they can make more money on air conditioners by selling features instead of price.

—If the consignment plans are to continue—and possibly spread—a better system of dealer incentives might well be worked out.

Some of these solutions are obviously in the hands of the gods. These problems have been around a long time and the industry hasn't had much luck in changing them.

Consumer Confidence Sags

University of Michigan Survey Research Center report shows that the consumer isn't so sure about prosperity; cautious and moderate expenditure seen

A period of cautious and moderate expenditure is the picture painted for the last half of this year by the index of consumer attitudes and buying intentions made by the Survey Research Center of the University of Michigan on the basis of its May-June survey. The May-June tally registered an eight-point dive from the score of late 1956.

University of Michigan researchers point out that this latest index of 104.1 is considerably above the lows of around 93 in late 1953 and early 1954. It is low only when compared with the peaks. It is evidently the direction of the indicators, rather than the degree, that is significant.

In 1955, when the index was

high, 55 percent thought it was a good time to buy household goods and clothing; now 47 percent think so. The number who feel that it's a bad time to buy has risen from 17 percent last winter to 20 percent. The report does indicate, however, that intentions to buy cars run about the same as a year ago. Plans to buy major household appliances are less frequent. The center doesn't publish findings on intentions to buy specific items.

Feeling Worse Off. In a year, the percent of consumers who feel worse off than last year has increased from 17 percent to 24 percent. The ratio of those who feel better off holds at about a third.

Looking at the business picture,

There Were Many Stars
but ...

ONLY ONE BIG HIT AT ATLANTIC CITY!

A spectacular new profit-maker for you!



the **FIRST** fully automatic

Electric CAN OPENER

Brand new and completely different, BVI's amazing can opener is ready to work selling wonders for every alert dealer. Press reports — and thousands of chain and department store ORDERS — are proof positive that the BVI electric can opener is the hottest new item in housewares today! The only electric can opener that's fully automatic! Grips, perforates, opens cans of any size or shape, removes and tilts lid to drain fluid into can, holds opened can securely. All automatically! Quality-crafted by famous-for-craftsmanship Burgess for long-life service. Compact, needs only 5" of counter space, has sparkling refrigerator finish in white, yellow, pink, turquoise. Tie in with national advertising for Fall and Christmas business!

LISTS AT
\$24.95



**BVI NATIONAL
ADVERTISING** will reach
40 MILLION ready-to-
buy CUSTOMERS

Large space ads (½ pages or more) in both national magazines and newspapers in 26 major cities, will be telling your customers about BVI's new products. Be READY—Order TODAY!

NEW! REVOLUTIONARY!

The Mixer that's a Flavorizer!



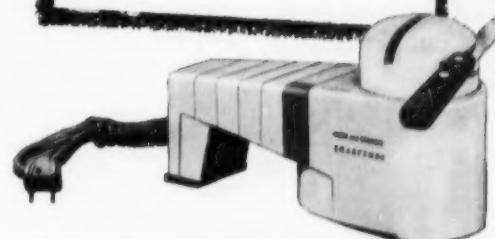
Mixer-Aerator

No other electric mixer like it in the world! Especially designed to deliver fresh, fresh flavor via the principle of aeration. Air is drawn into the hollow stainless steel shaft and whirled out in thousands of tiny air bubbles . . . while 3,000 rpm motor powers agitator for thorough mixing. Result: the most delicious drinks . . . the freshest, natural tasting juices . . . the frothiest, tastiest scrambled eggs, waffles, and whips . . . the smoothest, most zestful dressings, frostings, sauces. Easy-to-clean mechanism. Smart, streamlined design in white, yellow, pink, turquoise. Another nationally-advertised Burgess product for every home, to give you up-to-the-sky volume!

LISTS AT
\$22.50



Stock up Now for Fall and Christmas Business!



New Safety-Whiz for the Home!



Electric Knife & Scissors Sharpener

Now! Fool-proof design in a household sharpener! Compact dome with carefully engineered slots guides knives and scissors . . . makes perfect sharpening automatic. Safest, surest, most efficient sharpener on the market. Priced right to make it a sure sales-getter!

LISTS AT
\$12.95

FOR DETAILS, DISCOUNTS, FULL INFORMATION WRITE Dept. A-88

© 1957 Burgess Vibrocrafter, Inc.

BURGESS VIBROCRAFTERS, INC. Grayslake, Illinois

Hot New \$49⁹⁵ Eureka

WITH EYE-APPEAL, FEATURE-APPEAL

Glittering New 1957
EUREKA
 GOLDEN CROWN
Super Roto-Matic
 MODEL 960

Only \$69⁹⁵

Complete with New 8-Pc. Set
 of Deluxe Cleaning Tools

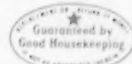
NEW POWER IN DAZZLING NEW BEAUTY
 and many other improvements!

No Lift! No Carry!
 Rolls On 4 Rubber
 Swivel Wheels

New Super Suction
 —71 cubic feet of
 air per minute

New Easy-Glide Rug Tool
 with floating brush—cleans
 with a feather touch

- New 1 H.P. Motor
- New Quiet—No Vibration
- New Twin Exhaust
- New Easy-Open Top
- New Double-Size Dust Bag
- New Suction Adjuster
- New Vinyl Swivel Hose
- New Step-On Toe Switch



**TREMENDOUS
 NATIONAL
 ADVERTISING**



*Smashing
 4 color ads*
 in **LIFE** and
POST

More 4-color Ads in
GOOD HOUSEKEEPING
 and **MACLEANS**

Month-after-month advertising in dazzling
 4 colors hits more than 46 million readers—
 reaches the best prospects in your area. Tie-
 in now with your local promotion for your
 biggest Fall sales ever!



Sparkling New 1957
EUREKA
Super Automatic
 MODEL 260

Only \$89⁹⁵

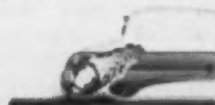
Set of Deluxe Tools in
 "Handy-Pak" Kit \$19.95



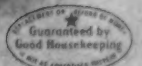
*Beats, Sweeps, and
 Suction Cleans!*

Equipped With Motor-Driven "Disturbulator"

Specially designed for
 fast, easy cleaning of
 large rugs and wall-to-
 wall carpet. Automatic 3-
 way action cleans quickly
 in one single operation.
 Many advanced new fea-
 tures: 2-Speed Motor
 • Throw-Away Paper



Dust Bag • Brilliant
 Headlight • Base only 6"
 high, and many others.



**PULL-PACKED SURE-FIRE
 PROMOTION NEWSPAPER ADS**

Two new series of "sure-fire" promotion newspaper ads (20 in.,
 40 in. and 60 in.). You can't miss! Order ad mats and new
 Eureka from your distributor and get your Fall selling promo-
 tion going at once!

Steps Up Sales Fast

AND LOW, LOW PRICE-APPEAL!

*A terrific new Eureka Roto-Matic
with amazing cleaning performance*

FOR PRICE-LEADER PROMOTION...OUT-VALUES THEM ALL!

INTRODUCING

The Powerful New 1957

EUREKA

Special Roto-Matic

MODEL 860

WITH ATTACH-O-MATIC
CLIP-ON TOOLS

Only \$**49⁹⁵**

Complete with New 7-Pc. Set
of Deluxe Cleaning Tools!

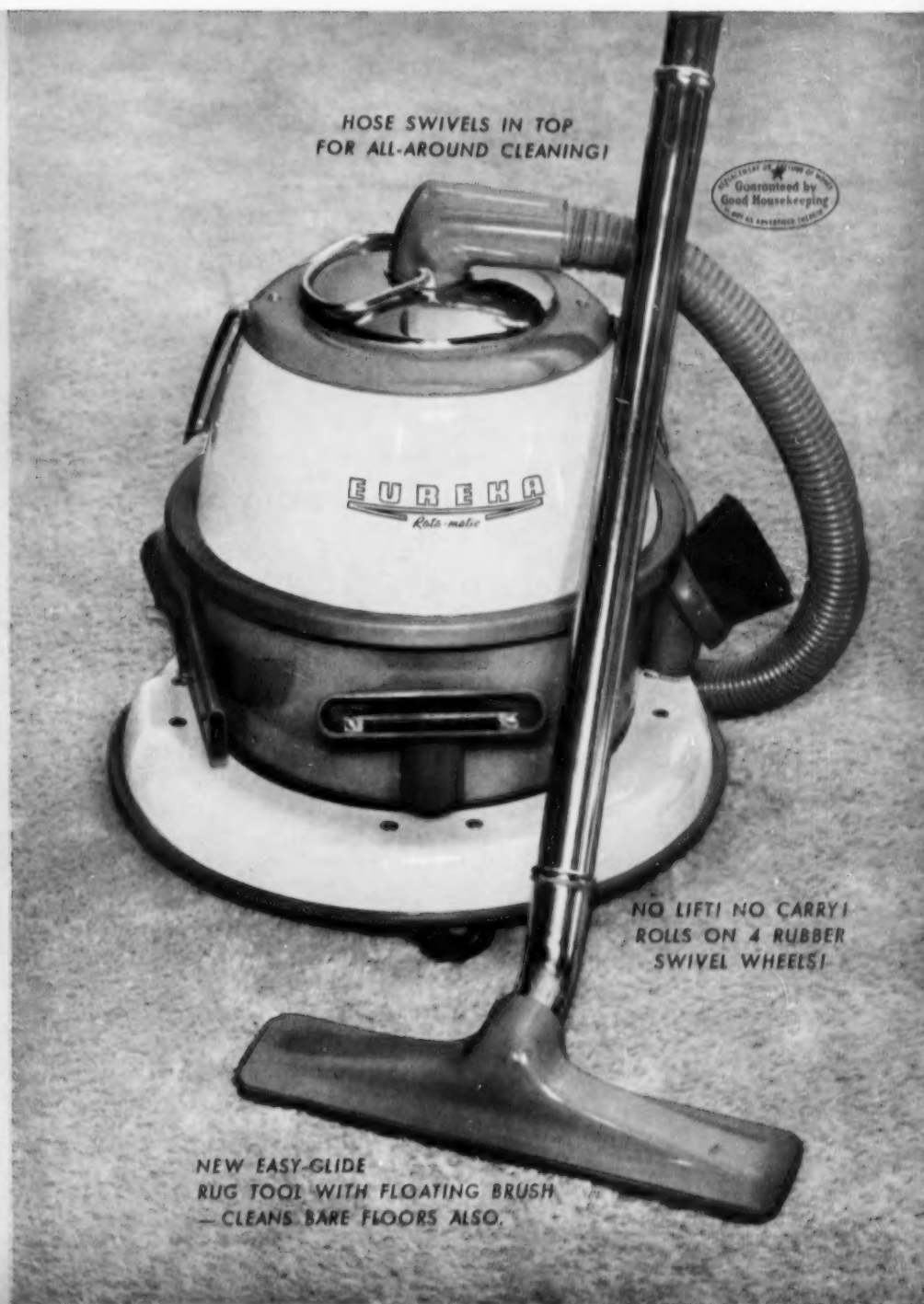
PLUS ALL THESE MODERN NEW FEATURES!

- New Full $\frac{1}{8}$ H.P. Motor
- New Vinyl Swivel Hose
- New Powerful Suction
- New Easy-Open Zip-Clip Top
- New Throw-Away
Dust Bag—Triple Filter
- New Suction Adjuster
for drapes and fabrics

PULLS IN PROSPECTS QUICK!

"FAST SELLER" AT GOOD PROFIT!

ALLOWS EASY SELL-UP TO
NEW EUREKA SUPER MODELS!



EUREKA WILLIAMS CORPORATION
BLOOMINGTON, ILLINOIS

In Canada: ONWARD MANUFACTURING COMPANY, LTD., Kitchener, Ontario



HARVEY S. FIRESTONE, JR.

Portrait by Fabian Bachrach

“Every month more than 90 per cent of
Firestone employees invest \$900,000
through the Payroll Savings Plan”

“Every month more than 90 per cent of Firestone employees in plants across the nation invest \$900,000 in United States Savings Bonds through the Payroll Savings Plan. We are proud of our share in conducting this investment program. But we are prouder of our employees who responded so magnificently in our 1956 drive that they set a national record for participation. Their good judgment in investing in U.S. Savings Bonds is a sound provision for their future security. It is also a definite contribution to the future stability of our country.”

HARVEY S. FIRESTONE, JR., Chairman
The Firestone Tire & Rubber Company

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

If employee participation in *your* Payroll Savings Plan is less than 50%...or, if *your* employees do not now have the opportunity to build for their future through the systematic purchase of U.S. Savings Bonds...a letter to: Savings Bonds Division, U.S. Treasury Department, Washington, D. C., will bring prompt assistance from your State Director. He will be glad to help you put on a person-to-person canvass that will put an application blank in the hands of every employee. This is all you have to do. Your men and women will do the rest, because they will welcome the opportunity to build for personal and national security.



Everyone is getting into the Hi-Fi act!

the report shows that 21 percent of consumers feel that conditions are better than a year ago; 28 percent felt so in late 1956. Those who believe that business is worse jumped from 13 percent to 25 percent. A growing number feel that things are going to deteriorate further and, conversely, fewer believe that things will be better in the future.

Expectation of good times for the next five years dropped from 40 percent last November to 28 percent. Concern about inflation has increased. Nearly a fifth of consumers believe it is a bad time to buy cars and household goods because of high prices. On the other

hand, an equal number of others think trade-in allowances, discounts, and a possible slowdown in price gains make it a good time to buy.

Some 41 percent still look for higher prices, but this has held steady for the past three surveys. Because so many cited high prices as a reason for it being a bad time to buy, a leveling of expectations of more rises could be a hopeful sign.

In any case, the survey shows that consumer confidence is well below its peaks.

For further details, see Economic Currents column elsewhere in this issue.

Tape Sales Soar

Increasing popularity of pre-recorded tapes pushes raw tape sales to record high and some manufacturers face back orders of up to six months

Manufacturers of magnetic tape are riding high this year with orders backlogged as much as six months due to sales increases of up to 66 per cent over 1956 levels.

Until a few years ago, the non-industrial market for tape was confined largely to "raw" tape—the blank base recorder owners use for home recording. Now there's a second big market for the tape manufacturer — the pre-recorded tape market. Over 40 companies are recording music on tape for resale to music fans who own tape recorders.

The soaring popularity of pre-recorded tapes is helping push sales along at a pace that causes Reeves Soundcraft's executive vice president Frank Rogers to predict that "tapes and tape recorders will eventually gain the degree of saturation now enjoyed by discs and phonographs." Rogers says Reeves Soundcraft's sales this year are up a whopping 53 per cent over the first half of 1956.

Officials at Minnesota Mining and Manufacturing Co., also report this year's sales "much better" than last year's record volume.

ORRadio Industries, Inc., sees spring quarter sales up 66 per cent over last year.

Audio Devices, Inc. finds sales running 35-40 per cent over the first six months of 1956.

Obvious Questions. All this poses one obvious question: if the tape manufacturing business is so good, why are there still only four major companies competing? A spokesman for Audio Devices, Inc.,

one of the "big four" manufacturers, explains it this way: "The tape business is tricky. It involves a lot of know-how to keep up the quality of the tape as your volume increases. Small companies with little experience might find every second batch of tape defective for some unknown reason."

Other sources also mentioned the difficulty of tape-making, but added that some prospective tape-makers are hesitating until they see the outcome of a patent fight now going on between Armour Institute of Chicago and a major tape manufacturer.

Tape speed, a vital problem in recent years, is now virtually standardized at 7½ inches per second. All 118 stereophonic tapes listed in the 1956 Harrison catalog were recorded at this speed. With raw tapes, the 7½-inch speed is so taken for granted that one large manufacturer no longer mentions speed in his price list specifications.

Raw Tape Price Down. Improved methods in the manufacture of raw tape have allowed price cuts of as much as 50 per cent in the last two years. Popular consumer-size rolls now retail for as low as \$2.80. Retailers can expect a margin of 30-40 per cent on raw tape.

New manufacturer promotion themes for raw tape include a "tape-spondence" idea encouraging recorder fans to talk business and personal letters onto special seven-minute tapes sold in handy mailing boxes.

Dull, technical-looking raw tape

A NEW MARKET FOR YOU

NEW
CUSTOMERS...

NEW
SALES...

NEW
PROFITS...

Plus

New prestige
and extra
customer satisfaction

with

Salton
HOTRAY®

America's only
food warmer
designed to keep
hot foods hot.

FEATURED BY
LEADING STORES

Nationally
Advertised

to bring
customers into
your store to buy.



Let's you cook
when you choose
...eat
when you please!

Salton
HOTRAY®

keeps all hot foods hot and flavor-perfect
while waiting, dining or serving.



and you serve
without leaving the table.

HOTRAY Patio Master
22" x 11". Adjustable heat control. \$24.95

HOTRAY, the automatic electric food warmer, keeps food at just the right "eating temperature" for hours. Will not overcook or dry out. Heaven-sent for late guests, late husbands, TV snacks, children's lunches, or just plain freedom from an arbitrary cooking schedule.

HOTRAY in 6 sizes, from \$10.95
HOTABLE, electrically heated serving cart, from \$57.50

Write for free HOTRAY Recipe Booklet

SALTON MANUFACTURING CO., INC.
314 E. 95th Street, New York 28, N. Y.

Salton Manufacturing Co., Inc.
312 East 95th St., N. Y. 28, N. Y.
Please send me complete catalog and information
Name
Address State
City

Here, are but a few of the fourteen distinctly different models, all available in a wide variety of woods — plus portables too!

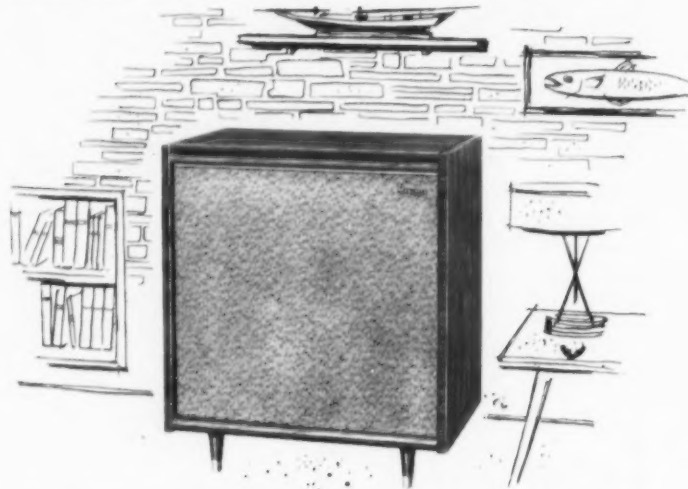
Everyone is getting into the Hi-Fi act!

Now that you have seen the other lines, compare them model for model with **Magnavox High Fidelity** and draw your own conclusions



The Duetto, Model 266, contains three speakers, push-pull amplifier, automatic record changer, including *Diamond Stylus* (\$20.00 retail) and beautiful furniture in a variety of finishes.

Compare The price is only **\$129⁹⁰**
20% lower than competition.

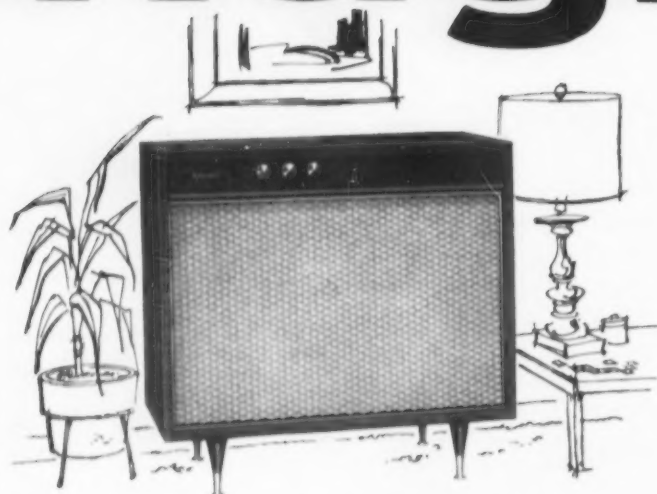


The Magnasonic, Model 271. A beautiful, full console high fidelity instrument with ten watt amplifier (20 watts peak power) a 12" bass speaker and two 5" high frequency speakers, exclusive precision Magnavox record changer with *Diamond Stylus*.

Compare The price is only **\$169⁵⁰**
25% lower than competition.

With drift-free AM/FM radio, (Model 272), priced at **\$219⁵⁰**
25% lower than competition.

Magnavox



The Magnasonic 410, Model 273. A truly high fidelity instrument guaranteed to out-perform any other phonograph now on the market. It contains four speakers—a 15" bass speaker, 8" mid-range speaker and two high frequency tweeters—in beautiful furniture with mar-proof sliding glass top that eliminates the now obsolete "lift-lid." Includes Magnavox precision record changer, large record storage space.

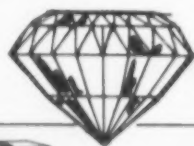
Compare The price is only **\$199⁵⁰**
33 1/3% less than competition.

The Magnasonic 410, Model 274. This is the biggest high fidelity package on the market. It includes a superb AM/FM drift-free tuner—same audio equipment and other features contained in the Model 273. Priced at only **\$279.50**, but has more equipment, features and performance than competitive models selling for around \$400.00.

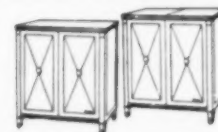


The Continental, Model 295. A really matchless high fidelity instrument with unique and exclusive features available in no other make regardless of price. A gliding glass panel gives access to record changer and gliding front door, to a super AM/FM tuner and record storage compartment. It is the only instrument now on the market with 25-watt dual-channel amplifier (50 watts peak power) with high frequency channel operating a distortion free exponential high frequency horn; the other channel, an 8" midrange and super power 15" bass speaker. It has a new, unique "tone and room" equalizing system that enables you to change the bass or treble level without affecting the overall reproducing range and marring the timbre of the music. It is available in genuine walnut, cherry, oak or ebonized finishes with a variety of interchangeable bases to suit your customer's taste. Compare this instrument with any other, regardless of price, and draw your own conclusion.

Compare The price is only, **\$389⁵⁰**
in genuine mahogany.



**Diamonds are Hi-Fi's best friend—
and Magnavox has one in every model**

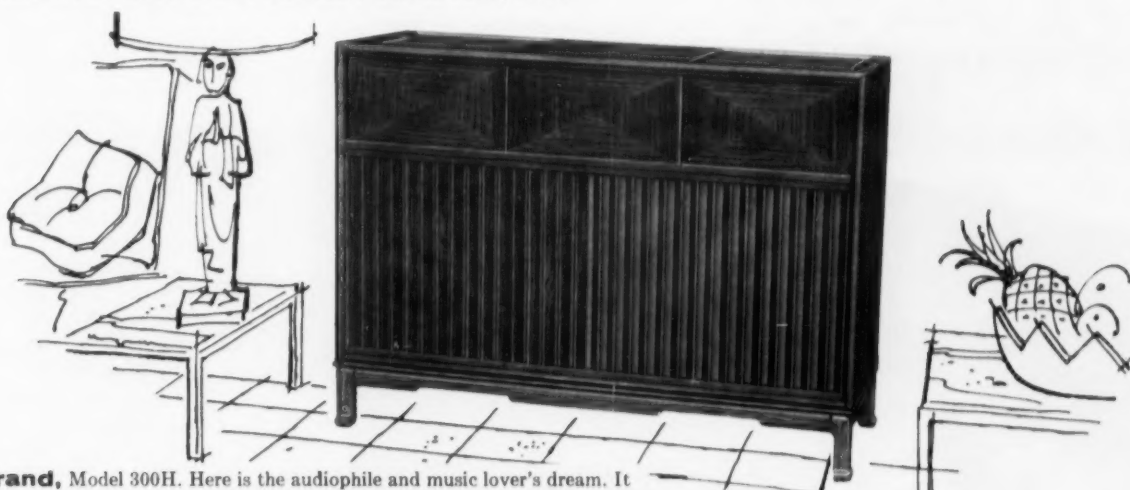


Here, are but a few of the fourteen distinctly different models, all available in a wide variety of woods . . . plus portables too!

The largest selection of styles and price brackets in the industry. Each model, though unequalled in performance, is actually priced lower than competition, yet provides the highest profit margins in the industry.

Of even greater value is the profit making policy under which this line is sold—selective distribution through fewer than 2% of the radio-television outlets. The highly profitable margins are guarded by a no-price-cutting policy . . . Fair Traded in Fair Trade states. Need we say more?

Magnavox High Fidelity sells faster and in a larger volume than any other brand. PROOF—a small family of Magnavox dealers sold 38% of the entire industry sales of console radio-phonographs last year—and at full retail price. Three hundred of these dealers sold about twenty-five million dollars of Magnavox High Fidelity (averaging \$125,000 each in twelve months) and that volume at a profit.



The Concert Grand, Model 300H. Here is the audiophile and music lover's dream. It contains not only a superb phonograph and AM/FM tuner, but also a tape transport of professional quality for playing either monaural or binaural tracks for stereophonic sound reproduction through a revolutionary self-contained reproducing system or optionally through space separated speakers. This sound system consists of a 40-watt amplifier (80 watts peak power) two exponential horn speakers (1000 cycle cross-over) reproducing the *entire* treble range and two "super power" 15" bass speakers. The Concert Grand has no counterpart in performance at any price. It is half the price your customers would expect to pay for this magnificent instrument.

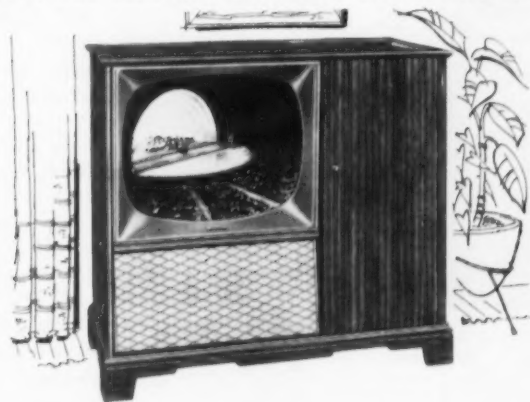


Exclusive Magnavox Gold Seal Warranty too. Only Magnavox—in all the industry—backs its reputation for highest quality with three months customer service and one year's full warranty on all parts on all Gold Seal television.

High Fidelity

...in television too

Sound fidelity, so important to TV program enjoyment, has been a neglected "second dimension" of television. Magnavox has done something about it by creating picture and sound realism that enables its dealers to justify the sale of a high priced TV in terms of true consumer benefits. Here are two examples of why high unit sales can be made in television, too.



High Fidelity Theatre, Model 353. Here is a truly high fidelity AM/FM radio-phonograph with the finest big picture television all in one complete home entertainment center. A four speaker sound system (two 12" bass and 2 high frequency speaker and hi-fi amplifier) makes screen personalities come to life and will enable your customers to really hear and enjoy the big musicals on television this Fall. There is nothing like it in any other line.

\$595⁰⁰



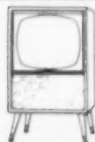
The Diplomat, Model 325. Here is what we mean by high fidelity television. The finest (335 sq. in.) big picture television you've ever seen supported by a complete high fidelity system—two 12" speakers and two 5" tweeters operated by a 10-watt (20 watts peak power) high fidelity amplifier give the breath of life to magnificent television pictures. The high fidelity sound system includes separate treble and bass controls—can be operated as a high fidelity phonograph completely independent of the television. The Diplomat is encased in fine furniture of genuine mahogany.

\$389⁵⁰

There are franchises available in some markets for qualifying dealers.

Magnavox

THE MAGNAVOX COMPANY • FORT WAYNE, INDIANA



IN SEPTEMBER, Coronet magazine's two and a half million readers will chuckle over "Henry's" latest predicament. They'll be reminded to look under *Electric Contractors* in the Yellow Pages when in need of your services.

Continuous promotion of the Yellow Pages makes more and more prospects use the classified as their local buying guide. That's why your advertising in the Yellow Pages will be more and more profitable.



"THAT'S MY HENRY..."

...I keep telling him,
*If you want it fixed right, and fixed right away, look under
 ELECTRIC CONTRACTORS in the **Yellow Pages***



Dealers who display this emblem help their Yellow Pages advertising pay greater dividends.

packages have been dropped in favor of attractive multi-colored display kits. Home recorder fans find special reel-storage chests and tape idea booklets beckoning from counters of appliance, photographic and department stores. Further plans include pushing raw tape into the supermarket.

Confusion With Pre-Records. With pre-recorded tapes, the picture isn't as clear because the dust still rises where 41 recording companies have jumped on the bandwagon. Many selections are recorded on both monaural and stereophonic (binaural) tapes. But the trend is definitely toward the stereo sound.

Attempts to develop an automatic tape-threading device have met with little success. A workable "continuous loop" would not only simplify threading but would also attract fans who want long-playing background music rather than short numbers requiring frequent attention. Magazines that play continuously using both sides, would put the tape industry on much better ground for any future competition with disc-recorded music.

An unsatisfactory answer to this problem was the "Moebius loop," a continuously running tape housed in a plastic cartridge. The loop snarled and broke, often becoming harder to operate than standard reels.

A new approach scheduled for unveiling late this year has two tape reels mounted in a pack similar to the ones professional movie-makers use for film. After the tape travels from one reel to the other, the direction is automatically reversed as with a typewriter ribbon. The second time around, the opposite side of the tape is played.

What Type Heads? Several metropolitan New York dealers report having problems deciding whether to stock tape for stacked or for staggered player heads. Stocking each musical selection in both types makes for a double investment and double inventory.

Tape manufacturers, however, are unconcerned about lack of head standardization. Nat Welch, a vice president at ORRadio Industries, Inc., says "It makes absolutely no difference to us whether recording companies record for stacked or staggered heads. The same type of raw tape is used for both methods. We do watch the market, though, and right now there is a marked trend toward the stacked head."

Prices on pre-recorded tapes varied widely a year ago but dealers report they are now approaching a standard of \$12 per 7-inch reel. This price offers retailers a margin of 35 to 40 per cent on single reels.

Now from \$189⁵⁰—Bell & Howell tape recorders
with twice the fidelity of TV sound!



New Model 775! Greatest performance yet at this price! Smart styling; 5-watt amplifier; 50 to 13,000 cycles per second; two 5 1/4-in. speakers; two speeds, 3 3/4 & 7 1/2 ips. Fool-proof push-buttons; dual recording indicators; monitor and pause controls. With microphone and cords, \$189.50 Retail.



Model 730 Stereotone! Professional upright design with 3-motor drive; 10 inch directional console speaker; 8-watt high fidelity amplifier; two speeds; 50 to 15,000 cps. Complete, \$269.50 Retail.



Miracle 300M model! Magnificent cabinetry encloses 4 high quality speakers; two 8 in. woofers plus 2 electrostatic tweeters capable of 23,000 cycle reproduction. Available in mahogany and blond, standard or portable case. Complete, \$299.50 Retail.

Look to Bell & Howell for sales clinchers in every product! Fast selling features, built on a firm base of quality engineering... quality materials... quality manufacturing. See your Bell & Howell salesman for further information and prices!



Bell & Howell

7183 McCormick Rd., Chicago 45, Ill.

FINER PRODUCTS THROUGH IMAGINATION

How to measure a

JANUARY - 1957

AUGUST - 1957

Electrical Merchandise

STATISTICAL

OFFERS

MASTER WITH PURCHASE
MASTER APPLIANCES!

MODEL 1824
\$1895
Retail

MASTER AUTOMATIC
WITH PURCHASE
MASTER APPLIANCES!

\$2.45 profit
per pan at
retail price!
Bonus of \$5.00
...or

\$72 extra
each of 7
Appliances!

For your fall buying...
Master Automatic Fry Pan will save
you \$5.00 when you purchase a new
Master Fry Pan... order now...
You're going to
make even more money
this fall!



ELECTRICAL MERCHANDISING

Business Quick-Check

	Latest Month	Preceding Month
SALES, factory, appl.-radio TV index (1947-'49 = 100)	139	
DEBT consumers owe to appl.-radio-TV dtrs. (\$millions)	356	
FAILURES of appl.-radio-TV dealers		
RETAIL SALES total (\$billions)		
DEPT. STORE sales index (1947-'49 = 100)		
DISPOSABLE INCOME		
LIVING COST index		
SAVINGS of consumers		
HOUSING starts (thousands)		
AUTO output (thousands)		
UNEMPLOYMENT (thousands)		

TREND

Two things stood out at last month's Music Show. By far the most obvious was the phenomenal fidelity—an interest so intense that some people to be a little worried that the industry will lose its 6 just as it once did with television.

The second is a definite feeling that TV business in the second half. A certain amount of this, of course, the result of looking ahead through rose-colored glasses. A number of manufacturers have specific reasons for feeling TV's momentum will begin picking up this fall.

How much momentum can we expect? One of those reasons a specific prediction was Motorola's Ed Taylor who says 1 million sets will be sold in the final six months of the year. This would mean total annual sales of about seven million.

One reason for optimism is the shift in emphasis to large portables. The tide seems to have turned heavily in favor of 17-inch sets which provide a better unit of sale and a better profit count than the low-priced, small-screen sets which have preoccupied the industry for the past 18 months.

Another reason for optimism is the whittling down of industry inventory. On the basis of inventory figures alone the industry is in a very healthy position to strike out for fall business.

This does not mean that you can necessarily expect an immediate wave of dealer buying. One big manufacturer says he doesn't expect much dealer ordering until Labor Day. He reasons that dealers are fully aware of what's been going on in the industry and

magazine's IQ*

... find out why
more dealers read it!

ELECTRICAL MERCHANDISING

... Gives Dealers More Sales-Building Facts!
... and Your Advertising
Greater *IMPACT QUOTIENT

How important are trade publications to today's busy Appliance-Radio-TV dealer?

We wanted to know — and here's how we found out!

Recently, we retained an independent Research Service to poll a randomly-selected register of nation-wide dealers who sell the products of a well-known phonograph and record manufacturer. Of the 500 dealers surveyed, 221 responded for a whopping 44.2% return!

And here's what *they* said:

Q: Do you read any trade publications regularly?

A: 91.4% said YES!

Q: Which publication do you find most useful for *sales-making ideas*?

A: ELECTRICAL MERCHANDISING

Q: Which publication do you find most useful for *advertisements* contained therein?

A: ELECTRICAL MERCHANDISING

(Complete totals on these questions are given on the IQ Tally Sheet at the left.)

PROOF . . . proof that dealers rely on ELECTRICAL MERCHANDISING to supply them with *vital* market information . . . and this measured reliance creates the ideal atmosphere which affords your advertising its Greatest IMPACT QUOTIENT.

It's no wonder then, why *more* manufacturers placed *more* 1956 Appliance-Radio-TV advertising dollars in ELECTRICAL MERCHANDISING than in any other publication in the field . . . they know dealers react to its greater IMPACT QUOTIENT . . . Because The Dealers Say So.

More promotion-minded dealers *purposely* look for *your* advertising in ELECTRICAL MERCHANDISING.

MARKETPLACE OF THE INDUSTRY FOR OVER 50 YEARS

A McGraw-Hill Publication
330 West 42nd Street
New York 36, New York



IMPACT QUOTIENT TALLY SHEET

Q: Do you read any trade publications regularly?

A: 91.4% said yes.

8.6% said no.

Q: Which publication do you find most useful for *sales-making ideas*?

A: ELECTRICAL MERCHANDISING	19.8%
TRADE NEWSPAPER "A"	16.8%
TRADE MAGAZINE "B"	9.4%
TRADE MAGAZINE "C"	7.9%
TRADE MAGAZINE "D"	4.6%

(Note: 48 publications were mentioned.)

Q: Which publication do you find most useful for the *advertisements* contained therein?

A: ELECTRICAL MERCHANDISING	20.8%
TRADE NEWSPAPER "A"	13.3%
TRADE MAGAZINE "B"	10.9%
TRADE MAGAZINE "C"	5.9%
TRADE MAGAZINE "D"	5.0%

(Note: 40 publications were mentioned.)

OTHER SURVEY DETAILS ON REQUEST

New 1958

PENTRON

Premiere Line

HI-FI TAPE RECORDERS

• STEREO • MONAURAL

5 models to SELL—from a low \$99⁵⁰ to a profit boosting \$325⁰⁰

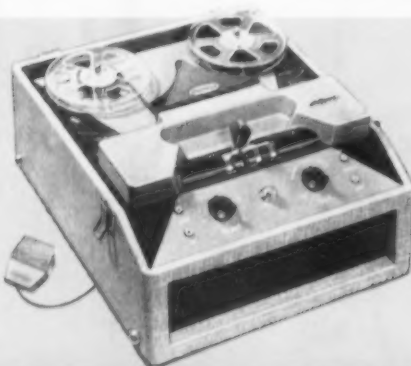


the VICEROY

Finest home recorder in the world. Magnificently styled. Professional features: 4 extended range speakers, 10 watt push-pull amplifier. 2 LC crossover networks, automatic shut-off at end of reel, illuminated VU meter and response of 40-15,000 cycles. Also: Unimagic single lever control, automatic braking, safety interlock button, and professional record/play/erase head.

the CLIPPER

A fine quality well-engineered instrument at a low \$99.50. Packed with cost-more features: Monomatic single knob slide type control, extended range speaker and amplifier system, neon record indicator, and straight line slot loading of tape! Sell up from here!



PENTRON PROTECTED TIME PAYMENT PLAN

- NO HOLDBACKS—100% payment on delivery
 - NO RECOURSE TO DEALER OR DISTRIBUTOR
 - "PLAY AS YOU PAY"—10% down
- Up to 24 months to pay
3 way insurance protection

IT'S EASY TO SELL UP AND INCREASE PROFITS!

PENTRON is the pioneer and largest exclusive maker of tape recorders in the U.S. With more than a decade of experience, Pentron is the unquestioned leader in quality, styling and engineering.

PENTRON®

801 S. TRIPP AVE., CHICAGO 24, ILL.
IN CANADA: ATLAS RADIO LTD., TORONTO

DISTRIBUTORS: A few choice exclusive territories still available. Write, wire or phone for details now!

Better Living Meeting Slated for Washington

The first annual Congress on Better Living will be held in Washington, D. C., October 9-11. Successor to the Women's Congress on Housing, instituted by the federal government's Housing and Home Finance Agency under the direction of administrator Albert M. Cole, the new congress is being sponsored by McCall's magazine.

The congress, which will be made up of a representative cross-section of 100 women from all ages, income groups, occupations, geographic locations, and family sizes, will study better living in the American home. It will try to determine the true function of the home and what American families really want and need most as a result of new living patterns.

Housing administrator Cole hailed the congress as "a real example of what can be done to assist government agencies." Otis L. Wiese, editor and publisher of McCall's, stated, "We think it is important at this time to strike a balance between what people really want in the way of living accommodations and facilities and what manufacturers may think they should have. This balance can best be established, we believe, through providing a free outlet of expression, a platform, where the questions involved may be explored openly by representative spokesmen for American families."

The three-day conference will be held at the Shoreham Hotel.

Promotion Portrait



PENNY EDWARDS is a name established by the Porcelain Enamel Institute together with the title of Home Service Director in order to supply educational material and to handle inquiries about Porcelain Enamel. This is the Penny Edwards promotional portrait and signature.

you're first to see it!



3-D Heater

puts you ahead in heater sales!

A NEW *Fresh'nd-Aire* exclusive

No other dealer has anything like it! You're looking at Fresh'nd-Aire's Sensational new 3-D heater—the portable heater that has everything.

- It's **FIRST** with multi-directional TV stand
- Has 3-D directional control, **UP—DOWN** — or **AROUND**.
- 3-D performance too! 1320 or 1650 watt plus fan-forced radiant or fan-forced black heat.
- 3-D appearance that is far, far ahead of any portable heater ever built. So new—so different . . . it will sell on sight!
- New **VISUAL** thermostat...automatic control **PLUS** built-in sales appeal.

Get set now for a red-hot start on next season's heater sales with Fresh'nd-Aire. You'll build store traffic by showing a really new and different heater. And you needn't lose even the low-budget customers who come to see, but can't buy, the Model H9836. Sell them a Fresh'nd-Aire too . . . stock the complete line. There's one at every price-level and all from one source. Fresh'nd-Aire—first in smart design, quality and automatic features.

Now is the time to place your heater order. Get the complete Fresh'nd-Aire story from your distributor now!

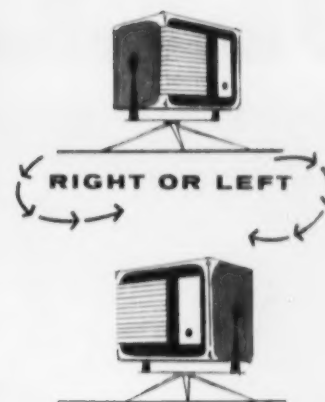
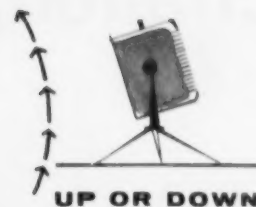
New 3-D TV Fresh'nd-Aire Heater Model H9836 (shown above) . . . \$34.95 retail

Duo-heat, Duo-wattage, Directional control. Automatic push-buttons select fan-forced radiant heat (1320) or fan-forced black heat (1650 watts). Exclusive TV stand pivots up or down, right or left. New visual automatic thermostat, safety guard, carrying handle.

another quality product of

CORY

Corporation
3200 W. Peterson Ave.
Chicago 35, Illinois



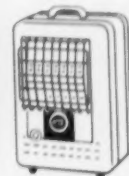
Your Complete Heater and Humidifier Department from Fresh'nd-Aire



Fresh'nd-Aire Push-Button Portable Heater Model H9836 \$29.95 retail



Fresh'nd-Aire Automatic Electric Heater Model H573 and H576 \$19.95 retail



Fresh'nd-Aire Deluxe Automatic Heater Model H686 \$29.95 retail



Fresh'nd-Aire Push-Button Automatic Heater Model H6736 \$24.95 retail



Fresh'nd-Aire Push-Button Super-Heater Model H7836 \$34.95 retail



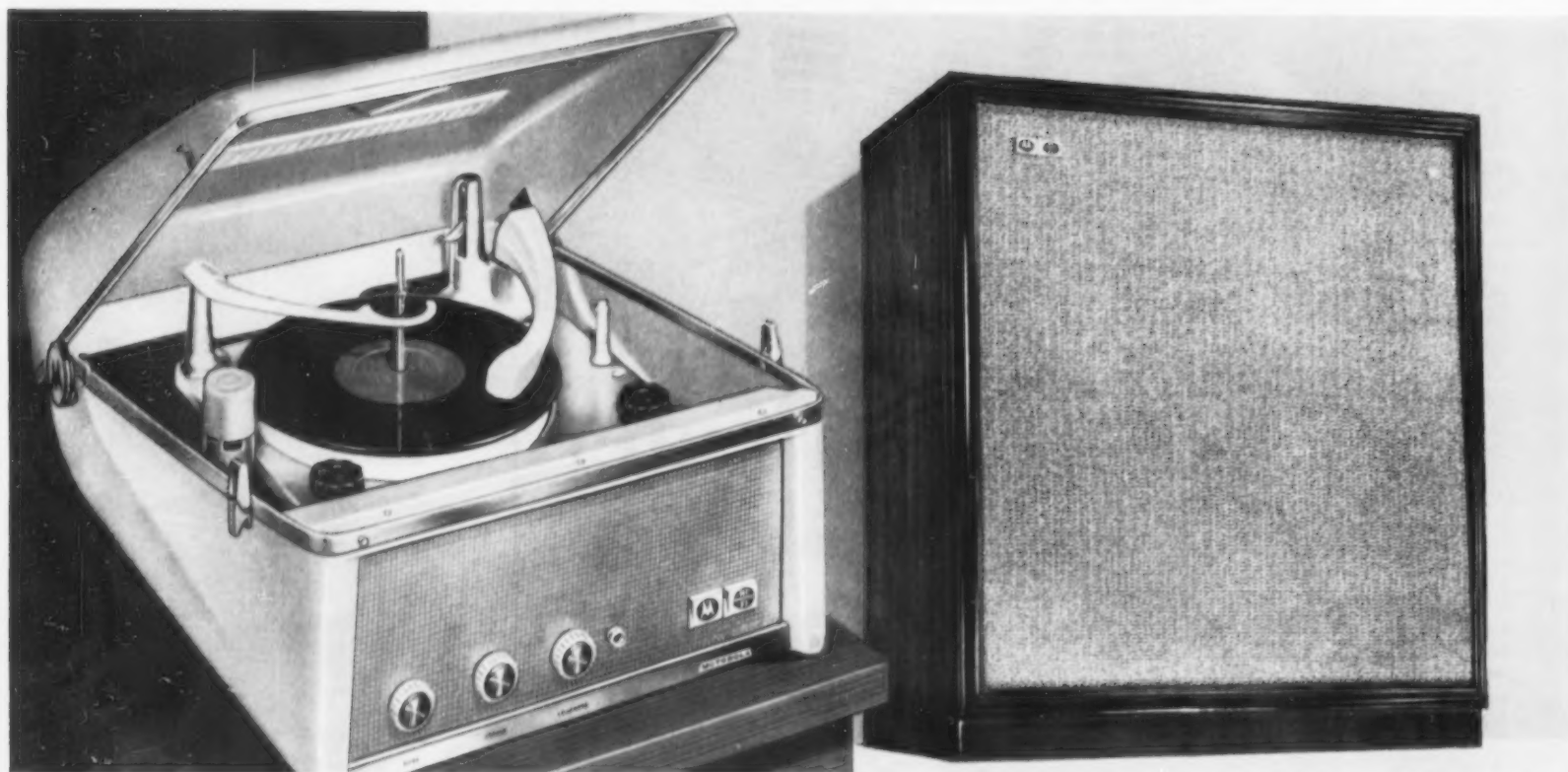
Fresh'nd-Aire Electric Heaterette Model H4801 \$14.95 retail



Fresh'nd-Aire Electric Humidifier Model 700A \$49.95 retail

A challenge from Motorola . . .

IF YOU CAN SELLABLE HI-FI...



New Motorola Hi-Fi in fiber glass

New Duraphonic Portable phonos make competitive models look old fashioned as a gramophone. Molded fiber glass case is scratch-proof, stain-proof.

Three hi-fi speakers, full 8 watt amplifier, 4-speed automatic changer, separate bass and treble tone control. Two-tone case projects sound like a band-shell. Model 3H24.

\$109⁹⁵

Saves \$128 over custom-assembled sets

Rated No. 1 by a leading consumer research organization. Your customers would pay at least \$368 for the components alone. Yet you can sell this ready-to-play console for over \$100 less than that.

15" woofer, two 5 1/4" mid-range speakers, one 5" tweeter. 20-watt amplifier. Automatic 4-speed changer. Diamond stylus. Model 6K22. Mahogany, Swedish Oak, Walnut.

\$239⁹⁵

Imperial Mahogany finish



Ideal for home demonstrations

Light in weight, compact in size and a sensational performer.

All-wood cabinet features 12", 6", and 4" speakers - 16-watt amplifier, automatic 4-speed changer. **\$169⁹⁵**

Imperial Mahogany or Swedish Oak finish. Model 5K21. Imperial Mahogany finish



Hi-Fi console with AM-FM radio

Thrilling hi-fi in a French Provincial or contemporary cabinet. 15" woofer, two 5 1/4" mid-range speakers, 5" tweeter. Automatic 4-speed changer. AM-FM radio. Cherry, Imperial Mahogany, or Swedish Oak finish. Model 15KT24. **\$399⁹⁵**

Imperial Mahogany finish

FIND MORE SELL IT!

**Compare the price, sound, and features
of Motorola's complete hi-fi line**

Compare Motorola's new hi-fi line with any other. You'll find Motorola gives you 20 watt amplifiers where others offer 8 or 10. Motorola offers 4 speakers where competition offers 2 or 3. And it's the same feature after feature. What's more, your customers can see and hear the difference. It's the most sellable hi-fi line on the market!



Finest custom-assembled Hi-Fi at any price

This is the twin console hi-fi that *has* to be heard to be believed. The speaker cabinet houses a 15" woofer, two special mid-range horns, and a special tweeter. A crossover system divides the work between the speakers.

The control cabinet houses a powerful 50-watt amplifier, 4-speed record changer with diamond stylus, plus a powerful AM-FM tuner. Matching cabinets are finished in Mahogany or Swedish Oak.

\$750⁰⁰

Imperial Mahogany finish

See, hear and compare Motorola Hi-Fi at your Motorola distributor's now

Specifications subject to change without notice. Prices slightly higher South and West.



MOTOROLA

World's Largest Exclusive Electronics Manufacturer



Last month nearly 150 appliance dealers attended NARDA's 3rd Annual Institute of Management. They studied far into the night learning . . .

"How to Get a Fair Advantage"

DEALERS attending NARDA's school this year at the American University in Washington, D. C., were concerned with this competitive world, so much so that the sentence "All he wants is a fair advantage," became a catch-word for the group. They were also interested in their own performances, both individually and as a group, and so developed another motto: "We've all got 20-20 hindsight."

With surface gaiety and deep-down concern, the group hit a fast pace right from the start of this year's school. They wanted answers—from fellow dealers, from manufacturers appearing on the program, from their professors, and they asked plenty of questions, starting with the first speaker. They also sat right down front, something previous classes hadn't done.

This year they were not so concerned with the discount house, and other "illegitimate" outlets, nor were they interested in discussing competition. They were looking for techniques to apply to their own business and make them show

a profit despite competition and the sooner the better.

Something New

The "old-timers" among them had something new to contemplate. The Institute was offering an advanced course for those who had attended either of the first two years. As it worked out, the advanced students stuck mainly to the study of more complex business case histories than heretofore, giving them vicarious experience in some tough problems in business management.

For the first-timers, the Institute served up an experienced mix of case studies, industry speakers, lectures on general and specific business topics and bull sessions. At least once a day, and usually twice, both groups met together for a particular speech or event.

If a group as large as this could be said to have a single interest, it was not a specific one. Generally, the dealer-students were concerned with internal problems of their businesses, not outside irritations. Their

concern was with making a profit, developing manpower, dealing with their employees, insurance and taxes, how to best build a sound business, the pitfalls of accounting and of financing. Of course, manufacturer relationships were important to the attending students, and none of them failed to take a crack at the peeve of their choice when opportunity offered, as it did after every industry speaker finished his talk.

Even first-timers this year, however, showed a definite interest in subject matter beyond the regular presentation of "how to do it" material. One of the best-received lectures was a talk by William F. Rogers, Jr., whose subject was "Getting Along With People." Throughout later seminars in the first-year groups, students would quote Rogers—"Watch what people do, not what they say they do"—in discussing the case at hand.

Big Hit

An instant hit with the whole group was Professor Harold B.

Wess, whose clear analyses of classic and actual business problems provided witty objectivity for the group. An example: "If you're a twelfth-of-a-dozen buyer, buy your appliances one at a time," a remark made to a dealer who explained he got a better price buying in carloads, though he sold only several carloads a year.

In regular, scheduled bull sessions, held each evening on topics selected by the group, dealers got to brass tacks in a hurry. They discussed, in turn, salesmen's compensation, manufacturers' policies, financing, diversifying their businesses, and promotions. At one point, demonstrating their willingness to share, dealers all around the room got up and detailed their financing arrangements to the whole group after one man got up, told what his were, and asked for some examples to compare himself against. In the manufacturers' bull sessions, a brave panel of students who worked for the manufacturer asked for frank discussion.

After hours, in small gatherings
(Text continues on page 196)



DEALER LEADERS, like Mort Farr (center) found they, too, could find new approaches from such men as dynamic discussion leader H. B. Wess, sitting with back to camera.



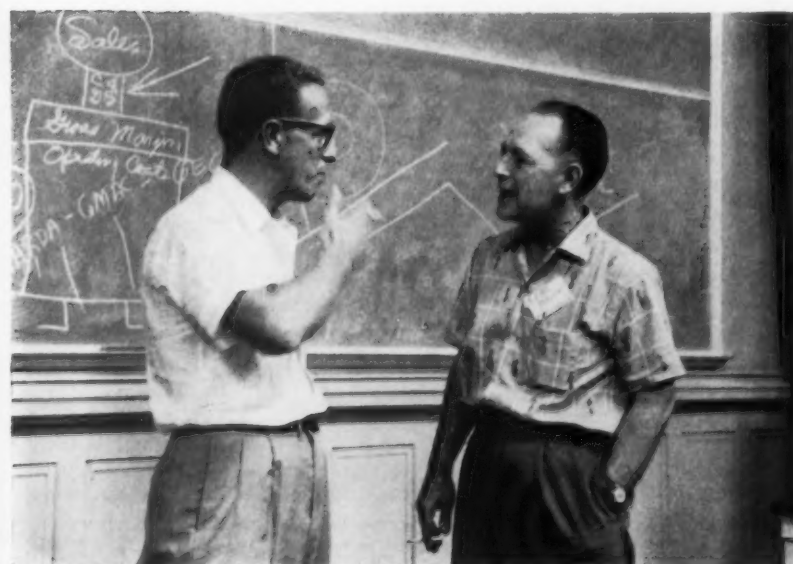
MANUFACTURER SPOKESMEN, like W. B. Creech, Westinghouse new service manager, found themselves targets for questioners like Frank Wier of Flint, Mich., who asked about "captive" service in his area.



GIVING DETAILS of his operation regarding holdbacks on paper, Harry Price provides more "straight goods" for his fellow dealer-students who proved more than eager to learn.



EVIDENCE OF EAGERNESS was shown in dealers' disregard of lunch hours to buttonhole speakers to get more information after their talks. Here, John T. Barnett, Sears' Washington general manager, explains a point.



MANUFACTURER STUDENTS, like John Pieper of GE's refrigerator division, were often cornered for private, and very frank, conversation. Here Pieper, left, chats with Carl Barlow, Alhambra Appliances, Tulsa, Okla.



OUTSPOKEN DEALERS, like Steve Feinstein of Boston, Mass., hesitated not at all to express their opinions in bull sessions. This forthright atmosphere provided perhaps the most valuable part of the week's work.

Quick easy way

to make pipe connections

FOR WASHERS, DRIERS,
REFRIGERATORS,
AND OTHERS

Model CT—with flared joint
for copper tubing



Model ST—
for pipe connections

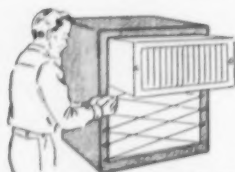
SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

Only 8 Versatile "ROSCO" COOLER COVERS

Fit Over 70 Coolers!



4 SIZES FIT ALL POPULAR
EVAPORATIVE WINDOW COOLERS



4 SIZES FIT ALL POPULAR
REFRIGERANT WINDOW COOLERS

Designed to give you the highest sales potential with the smallest stock! Fit all but the most unusual shaped air conditioners. Proved by over four years of service.

- Made of heavy weight 8 oz. Duck treated to repel water and mildew
- Constructed with grommets in double reinforced hem for top strength
- Adjustable for snug fit with lacing cords that pass through grommets
- Individually packaged in attractive clear plastic with instructions and illustrations on each package

See your distributor, or write for price list and quantity discount

ROBERTSON Sales Company
P.O. Box 892 Oklahoma City, Okla.

Something for Everyone!



WAHL

THE MOST COMPLETE LINE OF QUALITY GUARANTEED BARBER PRODUCTS for the HOME!

MORE CLIPPERS—all styles for all types of hair. Single-Cut, Multi-Cut, Standard and Giant models. Popular price.

MORE BARBER KITS—featuring any type of clipper and any combination of accessories. Includes free instruction booklet.

MORE ACCESSORIES—vibrators, dryers, knife-shear sharpeners, combs, shears, attachment combs . . . everything for better family grooming.

MORE SALES

more volume,
more profit!
Write for catalog sheets, advertising mats and quantity prices. Get on the Wahl "sales-wagon" now!

Wahl Clipper Corp. Dept. EM-9 Sterling, Illinois

Please send full particulars and prices on the Wahl home barber line.

Name _____

Store _____

Address _____

City _____

State _____

all over the dormitories, informal groups hashed and rehashed business problems. For many, these were the real meat of the course. During the day, it seemed, the dealer-students got idea after idea. After hours, these ideas had to be discussed and settled. In so doing, many found their solutions in the experience of someone else.

The success of NARDA's school, measured in the number of people

attending, is just about assured. NARDA officials are told that theirs is a most unusual group in terms of attendance, since most association management courses tend to taper off after the first year. Perhaps the best tribute came from an "old-timer," Jerry Leon of Toledo, Ohio, who said, "We all have plenty of business tools. Here they get honed, you might say, and we go back to our businesses better craftsmen."

RETMA Becomes EIA

Electronics Industries Assn. is the new name for RETMA; set division is now consumer products division; tube division adds "semiconductor" to its title

The Radio-Electronics-Television Mfrs. Assn. has changed its name. The 33-year-old industry organization will be called the Electronic Industries Assn. The name change will become effective upon approval of a charter revision by the state of Illinois where the association is incorporated.

The new name marks the fourth change since the association was founded in Chicago in 1924. It was then known as the Radio Mfrs. Assn. In 1950, "Television" was added and, in 1953, "Electronics."

At the same proxy membership meeting at which the name was changed, members simultaneously approved by-law changes formalizing new names for two of the association's five divisions. The set division now becomes the consumer products division while the tube division expands to the tube and

semiconductor division.

"The change from RETMA to the Electronic Industries Assn. was recommended by a unanimous vote of the board of directors on May 17," according to executive vice-president James D. Secrest, "and it reflects the majority view of our members that the term 'electronic' is generally understood as descriptive of the growing variety of electronic products including radio and television equipment."

"It is the opinion of our members that the new name more simply and adequately describes the present character and growth potential of our expanding industry. EIA, as has RETMA, will continue to represent manufacturers of electronic equipment and parts in the home entertainment field as well as the newer military and industrial electronic producers."

Window Wins Housewares Prize



FIRST PRIZE in the appliance store division of the 1957 Window Display Contest sponsored by the Electric Housewares section of the National Electrical Mfrs. Assn. went to Earl Spencer, St. Louis, Mo. Other division winners included Allen's Department Store, Philadelphia; Baranov's Jewelers, San Diego, Calif.; Paul J. Devitt Hardware Co., Upper Darby, Pa.; and Rochester Gas & Electric Co., Rochester, N. Y.

Magnavox Uses a Crusade...

... to encourage "creative" selling at the retail level; in a unique twist, the company combines a sales training course with a sales incentive program

A unique approach to sales incentive programs is currently paying heavy dividends for Magnavox.

The firm's new approach is to combine such incentive plans with a sales training course.

The company tried this innovation a year ago with its first "Crusade for Creative Selling." When it was finished, 300 percent more dealer salesmen had enrolled in the program than in any other incentive plan in Magnavox history. By the time the company wound up its second "Crusade" in late July, over two-thirds of its dealers were participating.

Now, Magnavox has launched a third, even more ambitious program. And Behnap & Thompson, the sales incentive firm which helped organize the Magnavox plans, is now offering similar plans as an integral part of the incentive programs prepared for firms in other industries.

Spokesmen for Behnap & Thompson acknowledge that they have received more inquiries about the Magnavox plan than about any other incentive program ever con-

ducted. "The interest of other clients is so intense that we have built an entire sales training section into our newest merchandise prize book," say company officials.

How It Works. In its first "Crusade" last year, Magnavox took a cautious approach by incorporating sales training material with promotional literature on the incentive program. A message in the prize book urged salesmen to "develop your creative selling skill" and suggested ways and means of doing it. Each week during the campaign, salesmen received in their homes a custom-designed mailing piece urging them to take advantage of the incentive program; these mailers also describe particular sales techniques.

During the second crusade the sales training material was amplified and incorporated in a complete series of separate mailing pieces. Salesmen were also offered a complete retail course of sales training material developed by Magnavox's Russ Weber. Over 30 percent of the salesmen enrolled in the campaign requested this course.



FESTIVITIES for winning salesmen included dinner in famed Pump Room of the Ambassador East Hotel. Coffee boy serves winner Jack Breniser of Grinnell Bros., Detroit. Others are, left to right, Daniel Hamburg of Grinnell's, John Ehrick of Walker Scott Co., San Diego, and Magnavox sales promotion manager Dan Cavalier.



CLIMAX of Magnavox's second "Crusade for Creative Selling" was a week-end in Chicago for six winning retail salesmen. Here president Frank Freimann presents trophy to Mike Nigro of Jenkins Music, Kansas City, Mo.

Also new in the second campaign was the creation of a series of awards for salesmen. To qualify, entrants were required to fill out a "Portfolio of Creative Selling" which provided space for each salesman to relate eight case studies in which he had used the selling hints supplied him by the company. Entrants were also required to fill out a selling quiz in the portfolio and to write an essay on creative selling. Awards for winning entrants included a special trophy, a week-end in Chicago and a top-of-the-line Magnavox radio-phonograph.

What It Does. The benefits of the program are, according to sales promotion manager Dan Cavalier, both tangible and intangible.

Tangibles are the sales results achieved through the program and the growing level of participation by retailers.

The firm's sales records furnish some index of the effectiveness of the program. Last year, in the face of an industry decline, Magnavox TV dollar volume increased nine percent; while the industry hi-fi sales were up 34 percent, Magnavox sales in this category were up 93 percent. In the first six months of 1957 the firm's unit sales were up 27.7 percent over 1956.

The intangible benefits are pretty well outlined in the statement of goals which Magnavox and Behnap & Thompson used in designing the program. They are:

- (1) To pioneer the use of sales training in retail incentive programs.
- (2) To make retail salesmen want to become professionals in their chosen field.
- (3) To give salesmen practical, useful and creative selling ideas

and product information as a contribution to improved selling techniques at the retail level.

Step-Up Campaign. Last month Magnavox introduced its newest "crusade". Once again the program combines sales training with an incentive plan. But whereas the original crusade confined its selling hints to general suggestions (how to use the phone, how to use direct mail) and the second concentrated on product features (the advantages of the firm's "gold seal" policy, etc.) the newest crusade's sales training is devoted to the "sell-up."

The prize campaign book illustrates each Magnavox model and in addition to listing the point value for the sale of such a set also lists the step-up selling features. Thus the salesman is told not only that the "Super Magnasonic" carries 170 prize points but also that the \$50 step-up over the regular "Magnasonic" is justified by inclusion of a deluxe tuner, a better bass speaker, mood music and extra speaker switches, glass sliding panels, inertia tuning and a record compensation switch. Similarly, the sell-up features of the next higher-priced model are also detailed for the salesman.

Another innovation is organization of the campaign as a five-month "working blueprint" for sales. A series of working calendars permits salesmen to break down their five-month quotas into weekly sales targets.

Once again, as in all the previous "crusades," mailings will dwell on the professional aspects of salesmanship and will attempt to show salesmen how important they are to themselves, to the dealer, to Magnavox and to the national economy.



IN THE PHONO BUSINESS in a big way is Columbia Records' president Goddard Lieberman. His firm last month unveiled a 38-model line topped by this combination radio-phono-tape recorder at \$1950.

Full Line for Columbia

Five years ago the company broke into the business with a single model; now the firm hopes its broadened phono line will attract the appliance-TV dealer

Five years ago Columbia Records entered the phonograph field with a single model.

Last month the firm introduced its 1958 line—38 models long.

Columbia got plenty of mileage out of its original model—the "360". The success of this table model hi-fi phonograph took Columbia officials completely by surprise and catapulted Columbia into an enviable position in the then infant hi-fi business.

Now, Columbia hopes its new line, which it calls the "industry's largest," will help solidify this position by helping to broaden the firm's distribution.

Up to now Columbia has been strongest with music and record dealers. It intends to keep that position. But the company also wants more distribution through appliance-radio-TV dealers and through furniture stores. It has franchised 25 new distributors in the past six months, all of them with radio-TV dealer followings. And company officials think the completeness of the new line will furnish a powerful incentive for these dealers to take on the Columbia line. Vice-president Herbert Greenspon sums it up this way: "For the dealer this year we have the best-looking, best sounding and most complete line available."

What's In The Line? Columbia has strengthened its line mostly in

the higher-priced categories, reflecting what James E. Sparling, general manager of the firm's phonograph department, calls a trend toward higher-priced units. Twenty-five new price categories have been created for the 1958 line. Five of these are in the \$200-\$500 class and seven in the \$500 and up area.

The innovation which will get the most attention in company promotion is D.E.P.—the company's abbreviation for "directed electromotive power." According to company spokesmen, D. E. P. provides complete control of low frequencies and a resulting smoothness of bass sound never before achieved in commercial phonograph production. It links loudspeaker and amplifier in a negative feedback system for eliminating sound distortion in low frequency ranges. Incorporated in 14 of the 38 models, the innovation scored an immediate hit at the firm's Miami Beach convention last month.

Back in the line after more than a year's absence is the "360" which launched Columbia in the business.

The line begins with a portable at \$29.95 and ends with a "Masterworks" combination radio-phono-tape recorder at \$1,950. (For details of the line see the New Products section.)

Included in the line for the first time are stereophonic tape recorders, portable radio-phonographs and

a portable transistorized radio.

Going to Market. In addition to strengthening its distributor organization, Columbia has doubled its own field sales force. To help this group sell the line the firm will use a million dollar ad campaign which begins next month with a double-page in *Life* and will be followed by ads in *New Yorker* and the *New York Times Sunday Magazine*. Radio and TV spots and local advertising is also scheduled.

Columbia has also set up a credit plan which enables retailers to defer payments for August and September shipments until mid-December.

Three-Week Shutdown

General Electric Co.'s Appliance Park in Louisville closed for its usual two-week vacation last month. Tacked on to the end of it was an extra week's suspension for the plant's 11,500 production employees. The extra vacation without pay was attributed to "inventory adjustment."

Appliance Park, like many another industry plant, has had a series of production halts and some layoffs this year.

Upon conclusion of the three-week shutdown, G-E will begin production of 1958 appliances. G-E officials believe that this will be the last such "adjustment" this year. They report encouraging signs of a fall upswing in appliance sales at the retail level, which began to become evident recently.

V-M Displays



VERSATILE MODULAR is V-M Corp.'s newest point-of-purchase display. Units may be linked in various combinations to fit all floor arrangements. Setting up the unit are Gene Miller, right, V-M advertising and sales promotion manager, and Robert Rivenburgh, left, of Berger-Rivenburgh, Chicago creators of the display.

SCHEDULED MEETINGS

ELECTRONIC INDUSTRIES ASSN. (RETMA)

Quarterly Meeting
Ambassador Hotel
Los Angeles, Calif.
September 10-12

SIXTH ANNUAL HIGH FIDELITY SHOW

Palmer House
Chicago, Ill.
September 13-15

INSTITUTE OF HIGH FIDELITY MFRS.

High Fidelity Show
Morrison Hotel
Chicago, Ill.
September 17-21

PORCELAIN ENAMEL INSTITUTE

26th Annual Meeting
Greenbrier Hotel
White Sulphur Springs, W. Va.
October 3-5

INTERNATIONAL ASSN. OF ELECTRICAL LEAGUES

Sinton Hotel
Cincinnati, Ohio
October 5-8

CANADIAN ELECTRICAL MFRS. ASSN.

13th Annual Meeting
Sheraton-Brock Hotel
Niagara Falls, Ont.
October 9-11

INSTITUTE OF RADIO ENGINEERS

Automotive Bldg., Exhibition Park
Toronto, Ont.
October 16-18

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

Board of Governors
Highland Park, Ill.
October 26-31

ELEVENTH NATIONAL HOME LAUNDRY CONFERENCE

Mayflower Hotel
Washington, D. C.
November 1-2

ELECTRONIC INDUSTRIES ASSN. (RETMA)

Radio Fall Meeting
King Edward Hotel
Toronto, Ont.
November 11-13

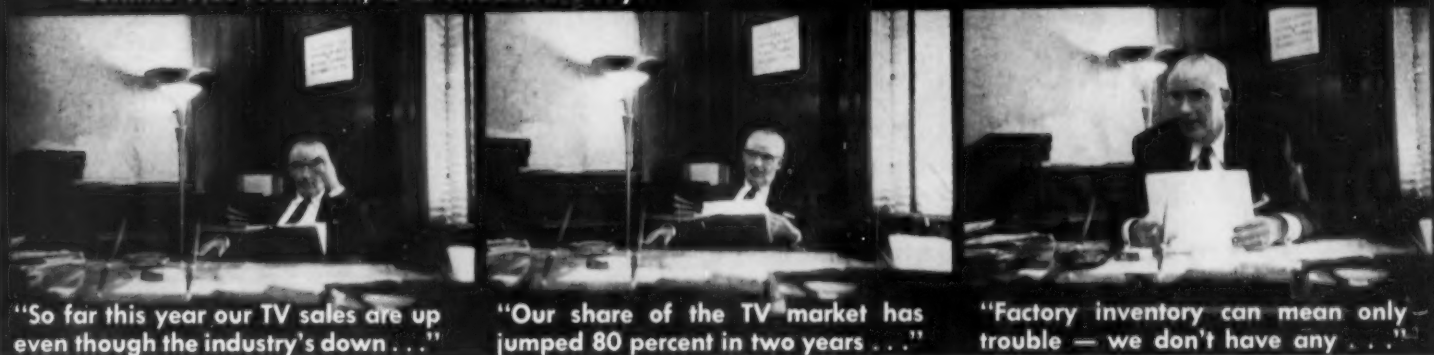
NEMA

Traymore Hotel
Atlantic City, N. J.
November 11-15

AIR CONDITIONING & REFRIGERATION EXPOSITION

International Amphitheatre
Chicago, Ill.
November 18-21

Zenith's Vice President, L. C. TRUESDELL says:



"So far this year our TV sales are up even though the industry's down..."

"Our share of the TV market has jumped 80 percent in two years..."

"Factory inventory can mean only trouble — we don't have any..."

HOW DOES ZENITH DO IT?

IN marketing television is there an alternative to "price"?

Top officials at Zenith Radio Corp. think so and they feel they have fairly impressive proof that a program of "planned programming and solid merchandising" will pay off better than price cutting and attempts to "buy" the market.

Zenith executives do not contend that their program is applicable to the entire industry. But they are satisfied that for Zenith it has produced results far superior to what the industry as a whole has been experiencing in recent months. As proof, L. C. Truesdell, vice-president and director of sales for Zenith, points to these developments:

(1) Zenith's share of industry now is almost 80 percent better than it was two years ago.

(2) Zenith's TV sales in the first half were up more (percentagewise) than the industry was down.

(3) While Zenith markets a line of portable TV (and captures a surprising share of this market), the firm makes a conscious effort to put major emphasis on the high end of the line. The result: sales of its more expensive Space Commander line have been accounting for about 20 percent of unit sales.

(4) Production in the third quarter will be "by far" the biggest in Zenith history and, according to Truesdell, "it's all sold."

(5) The firm changed product lines last winter with less than 2000 sets in inventory. Nor is this an iso-

lated phenomenon. It is company policy to avoid carrying factory inventories—it can "mean only trouble" in Truesdell's opinion.

How does Zenith do it? According to Truesdell, there's nothing radically new in Zenith's approach to the market. Most of the things responsible for today's success have been company policy for some time. He feels, quite naturally, that today's product is better than ever and he thinks, also, that current advertising and promotion are more effective. In addition, he admits that Zenith has made a determined effort to pick up more than its share of the market vacated by firms leaving the TV business.

But basically, Truesdell explains Zenith's current success by recalling his often-voiced conviction (first expressed in a speech to a Pittsburgh audience some years ago) that "there's nothing we can do today to get business today." It's his belief that business gains stem from planning done long ago. That's why he's already pre-occupied with next year's line and that's also why he can explain today's success only in terms of actions undertaken months or even years ago. These include:

Tailored Production. Each week Truesdell gets a detailed report from distributors on their sales and inventory. With these as a background, he and his staff begin to establish a production schedule. Preliminary forecasts are due four months ahead of production with a firm forecast three months ahead.

To project such weekly figures three months into the future is, as Truesdell readily admits, a process which almost defies description. For every scientific tool he can use, Truesdell must also rely on a thorough knowledge of the business—and often on something no more tangible than a "feeling". The problem is deceptively simple: establish production quotas high enough to provide all distributors with adequate stocks, yet conservative enough so that the factory will not be burdened with an inventory. The process, according to Truesdell, calls for "plain hard work" and the "courage to make decisions."

Once such a decision has been made, however, there is a great deal which can be done to provide flexibility to meet unexpected developments. One of Truesdell's assistants, for example, is in constant touch with distributors by phone. Spot shortages in a specific distributor's stocks can be corrected by expediting that firm's scheduled shipments. If a particular model begins to reach a critically low level, monthly production can be varied to speed up output of that particular unit.

As a result of all this, Zenith itself has had no inventory problems for some time now and distributor inventory problems have been held to a minimum, Truesdell contends. Last winter the firm closed out its line with less than 2000 units unsold. This, he says, gave tremendous impetus to new line introduc-

tions in January. Late this spring, in anticipation of its new lines, Zenith cancelled all existing orders for its consoles and asked distributors to re-order them as needed. A day later the firm's entire stock had been sold out.

Playing it close to the vest like this is not without some hazard. Truesdell admits that Zenith may lose some business toward the end of a line's life because inventories have been pared down so closely. But he is convinced that the advantages of not having to live with dumps and oppressive inventories more than outweighs the volume lost during such periods.

Specials, Not Dumps. While Truesdell is proud of his firm's inventory record which has eliminated the need for "dumping", he realizes that Zenith dealers could be at a competitive disadvantage if they had only standard merchandise to sell when their competitors were moving other factories' close-outs. That's the reason Zenith has turned to seasonal specials—merchandise which distributors have named "Truesdell specials."

Although this merchandise is designed to be competitive with distress merchandise on the market, Truesdell makes two distinctions: (1) The Zenith specials are available to all of the firm's dealers, regardless of size, whereas "dump" merchandise is frequently closed out to key accounts and large dealers; (2) the special merchandise represents a "value appeal" rather than

MORE ▶

**Saves up to 1/2 hour
moving each appliance**

the YEATS appliance dolly



ideal for moving:

- ranges
- refrigerators
- water tanks
- washers, etc.

YEATS Model No. 7
Height 59"
Weight 35 lbs.

Yeats tough, yet featherweight, aluminum alloy frame is felt padded in front — has smooth runners in back that allow handlers to ease the heaviest loads over truck tailgates. Patented strap ratchet grips appliance vise tight without marring in 30 seconds or less. This on-in-a-flash loading plus on-a-dime wheel pivoting on stair landings and in other close quarters . . . save costly labor time on every appliance delivery. You'll find a YEATS dolly more than pays for itself! See your dealer or write direct!

CATERPILLAR STEP GLIDE

Endless rubber belts glide heavy loads over stairs without marring . . . end second story delivery problems. Curved cross members on frame fit rounded appliances.

YEATS "Everlast" COVERS & PADS

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write.

Range
Cover



Refrigerator Cover

SEND postcard for full information on our complete line TODAY!

YEATS

appliance dolly

sales company

2127 N. 12th St.

MILWAUKEE 5, WISCONSIN

A PERFECT "TIE IN" SALE



COMPLETE PROTECTION FROM SNOW, RAIN AND DIRT

Dealers are adding profits with a perfect tie in sale . . . The Burch Air-Con Air Conditioner Cover. A NEW LOW COST, HEAVY DUTY, WATER REPELLENT CUSTOM MADE CANVAS COVER DESIGNED FOR SIMPLE INSTALLATION ON ALL TYPES OF AIR CONDITIONERS. THE SOFT, HARMONIZING GREY COLOR BLENDS WITH MOST HOMES. NOW IS THE TIME . . . MAKE ADDED PROFITS WITH AIR CON.

PLEASE SEND MODEL LISTS, PRICE LIST AND ORDER BLANKS FOR AIR CON.

NAME
ADDRESS
CITY..... STATE.....

BURCH MANUFACTURING COMPANY
CANVAS MANUFACTURERS SINCE 1882
FORT DODGE, IOWA

TIRE DEALER IN GEORGIA SELLS 'IRISH' RECORDING TAPE TO HAPPY CUSTOMERS



"We sell IRISH Ferro-Sheen recording tape," says J. H. Barron of the Barron Tire Company, Newnan, Ga., "because it is in keeping with the other quality merchandise

we sell—Goodyear tires and accessories, Youngstown kitchens, Hotpoint appliances, RCA Whirlpool appliances, to name just a few.

"We have found that we can sell IRISH Ferro-Sheen tape and know for certain that the customer is satisfied," explains Mr. Barron. "When we can make our customers happy, then we, too, are happy."

"During the time we have been handling IRISH tape," he adds, "we have not had to make a single replacement of a reel of tape. That is why we are sticking to IRISH."

IRISH brand recording tapes are manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

"... Truesdell has been highly critical of the trade's tendency to create a 'price tag' market . . ."

ZENITH starts on p. 199

a purely "price appeal." The specials incorporate extra features at a competitive price, a price made possible, says Truesdell, "at the sacrifice of a good chunk of the factory profit and some of the distributor's profit." But the merchandise is always promoted as "something extra for the money" rather than on a "was-is" basis or with recourse to inflated list prices.

The Line Itself. At industry meetings Truesdell has been highly critical of the tendency of the TV trade to create a "price tag" market by competing, most often on a price basis, for more business in smaller, portable sets. One of his chief criticisms has been that there has been too little effort to "sell-up" to higher-priced merchandise.

On this score, Truesdell believes he is entitled to talk since Zenith has made an open bid for such step-up business. This is reflected in the length of its current line. ("Everybody says it's too long but I can't find a single model I could do without," says Truesdell.) It is also reflected in the firm's emphasis on style and cabinetry this year, especially in its "decorator collection." And it is reflected in sales results. The company has had good luck in selling its higher priced units and Truesdell admits that his biggest trouble with the seasonal special merchandise is that "distributors prefer to push the regular line."

To Truesdell, however, the secret of Zenith's line is not only in its length or in the step-ups which have been built into it. Equally important is the quality control which he claims has been of prime importance in building distributor and dealer "confidence" in Zenith.

It is Truesdell's contention that much of the impetus to sell up comes from the line itself. But this tendency is given an emphatic assist by Zenith's merchandising policies. Except for co-op ad monies

(where each set earns its way) no promotion or advertising money is put behind the low-end of the line. National advertising features the more expensive sets and special promotional allowances are also confined to this merchandise. "If you keep the dealer on your team, he'll sell the whole line, including the price leaders, without your spending money on them. And he'll appreciate the money you put behind the higher-priced merchandise," Truesdell explains.

One Line Blessing. Truesdell feels there is one other factor in Zenith's pattern which outsiders are apt to overlook. That is simply the "advantage" of being a single-line manufacturer. He feels the concentration necessary to sales-manage a product in today's market almost precludes spreading one's self out to manage several lines.

Still Changing. All of these policies have, of course, been in effect for some time. But Truesdell insists that the basic pattern admits of flexibility and of change when necessary. As an example, he points to two innovations in this year's program. There is, for the first time, a no-list model. And there are some models which duplicate others in price but which have been included so that various product groupings could have a logical step-up of models. Heretofore there has been no duplication of prices.

Such changes are, of course, relatively minor in the overall marketing pattern. In its essentials it comes down to a program of basic marketing techniques, all of which involve what Truesdell calls "plain hard work." But when things turn out the way they have for Zenith it's no wonder that Truesdell readily admits that he loves his work.

RCA's New Color Team

Radio Corp. of America has set up a nine-man group of promotion specialists to concentrate solely on color television activities. One man will be stationed in each of RCA's eight regions. Roger S. Drew will head the new group as manager of overall color television market development.

No More Gas Lights?

An era is ending in Philadelphia, reports *Electrical World*, a McGraw-Hill publication. The chief of that city's street-lighting division predicts that the last gas light will be gone by 1960. Some 10,496 gas lights illuminate one-third of the city's streets and alleys. The old gas veterans will be replaced by new-fangled electric lights.

IT'S Tung-Sol



Quality

Tung-Sol receiving tubes for TV, radio and Hi-Fi replacement are exactly the same as those supplied leading independent set makers. This one quality, Blue Chip Quality, is your assurance of long, trouble-free service that keeps customers with you year after year. Tell your supplier you'd rather have Tung-Sol Tubes.

TUNG-SOL MAKES:
All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products.

Blue Chip Quality
TUNG-SOL®
RECEIVING TUBES



MORE POWER FOR PORTABLES will be made possible by the development of the "spacistor." Here Raytheon researchers discuss the new invention. Holding the tiny experimental spacistor is Dr. Hermann Statz, left, head of the three-man team. Co-inventors are Dr. Robert Pucel, center, and Conrad Lanze, right.

Raytheon's Spacistor . . .

. . . combines qualities of both the transistor and the vacuum tube. Application: more power for TV sets, new possibilities for electronic design

Another broad step toward truly portable television sets and miniaturization of tube-using items is now being taken. Raytheon Manufacturing Co. announces the invention of the "spacistor," which promises to combine many of the best properties of the vacuum tube and the transistor.

Raytheon warns, however, that the spacistor may take three to five more years of research before it is commercially available.

The spacistor is considered a major step forward in the art of amplifying or boosting electrical energy. Using a wholly new principle, the spacistor is a semiconductor device as tiny as a transistor that operates electrically like a vacuum tube.

Advantages Over Transistors. The new device, according to Raytheon, promises two major advantages over today's best transistors. Raytheon research scientists predict the spacistor will amplify at frequencies up to 10,000 megacycles, as much as 50 times higher than transistors. Also, because spacistors can be made from materials unsuited for transistors, they are expected to operate at temperatures as high as 500 degrees Centigrade, or more than double today's germanium or silicon transistors.

Disclosure of the spacistor was

made by Dr. Hermann Statz of Raytheon in a paper presented recently. Co-authors of the paper were Dr. Robert Pucel and Conrad Lanza.

Dr. Statz stated that the new concept will allow engineers to design new electronic equipment and greatly improve present ones. Among present electronic equipment expected to benefit materially from the spacistor are guided missiles, rockets, radar, communications equipment, and T.V. sets.

Wiring Bureau Drops "Adequate" from Name

The National Adequate Wiring Bureau has changed its name to the National Wiring Bureau.

The change in name does not mean any change in scope or activities for the bureau nor does it bind the local bureaus to conform in changing their names. Such a decision must be made on the local level.

No change is contemplated in the Wiring Certification program nor in its emblem. It will continue to read "Adequate Wiring-Certified." Similarly, the companion emblem which is available for general use (with or without the Certification program) which now reads "Adequate Wiring Serves and Saves" also will be continued.

IT'S Blue Chip



Quality

Tung-Sol Magic Mirror Aluminized Picture Tubes mirror twice the light to create a picture twice as bright. They bring out the best in every set. Install these superior tubes and see the difference . . . the difference that pays off in smooth, callback-free service and satisfied customers. Tell your supplier you'd rather have Tung-Sol Tubes.

TUNG-SOL ELECTRIC INC.
Newark 4, N. J.

Sales Offices: Atlanta, Ga.; Columbus, Ohio; Culver City, Calif.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Irvington, N. J.; Melrose Park, Ill.; Newark, N. J.; Seattle, Wash.

Blue Chip Quality
TUNG-SOL®
**Magic Mirror Aluminized
PICTURE TUBES**

Good Music in Chicago: HI-FI PLAYS FOR A

A BIGGER high fidelity market, rising prices on sets, and greater variety of packaged hi-fi merchandise—these were the high points of the 56th annual Music Industry Trade Show & Convention in Chicago recently.

There were new faces in the hi-fi business. Westinghouse introduced a short line (four console models ranging from \$159.50 to \$289.50). Capchart pushed its way back into the business with five models ranging to \$600, all made by the firm's English subsidiary. Old-world styling appeared in some domes-

tic lines featured by manufacturers who are importing subsidiaries' products. (Example: RCA, with a \$229 table model radio).

The low end went lower with Radio Corp. of America's introduction of a two-speed player ranging in price from \$32.95 to \$54.95. Rockland industries introduced, at \$49.50, a transistorized portable that plays singles and runs on flashlight batteries.

Stereophonic sound was featured by manufacturers like RCA, V-M, Webcor, Ampex, and others (Ampex offered a \$1795 stereo console).

Zenith's Cliff Hunt estimated for the Radio-Electronics-Television Mfrs. Assn. that national domestic packaged hi-fi would go up 35 percent in units in 1957, with dollar sales even higher. He estimated a \$600-million market—six million phonographs. In 60 days, he added, prices will rise 5 to 10 percent.

Joseph Dworken of the Phonograph Manufacturers Assn. was less optimistic, predicted a 25 percent rise in the first six months and 5 million units, excluding combos, in 1957. The industry will see a 6-million unit sale in 1958, he said.



IMPORTED RCA units are studied by ad manager Russ Conley, left, as he gives the latest information on their features to M. G. Heyman, center, and L. T. Atwood, right, both of RCA-Chicago.



MAGNAVOX president Frank Freimann, right, explains the line to Don E. Broman, left, of Lyon-Healy.



COMPONENTS OR CONSOLES. Pilot has them both. This would appear to be the message Pilot's sales manager Irv Needle, right, has for A. M. Corsat, center, of A. M. Corsat Records & Appliances, Jacksonville, Fla. Looking on is Pilot's J. E. Conklin, right.

\$600-MILLION MARKET



CAPEHART'S Ben Gross, left, and Jim Peirce of Peirce-Phelps in Philadelphia enjoy a light moment.



MILTON PECK of V-M, left, tells his product story to Walt Werner of General Instruments, Chicago, right.



FRED FREY of Majestic, back to camera, shows one of his units to James Biller, left, and Paul Z Rowlen, right, both of Allen Organ Studios, Cleveland.



A QUICK PHONE CALL is made at the Kuba space by Carl Lustic of Lustic Television, Inc., Akron, Ohio.

THE DELMONICO STORY is told by Ray Gincavage, left, heard by Dick Woltemate of Peirce-Phelps.



ENJOYING WHAT HE HEARS is Ralph H. G. Mathews, formerly of Magnavox, now with the Westinghouse hi-fi division.





IN TRENTON for one of a nationwide series of eight distributor shows previewing the 1958 Philco-Bendix line, Philco laundry division sales manager Morgan Greenwood (left) shows the "gyromatic custom" washer to Jack Kelly, general manager of Philco Distributors Inc., Philadelphia.

Philco-Bendix Line Shown

Top factory men make a cross-country swing showing their 1958 laundry line to distributor groups in eight principal cities

A team of ten top Philco representatives held distributor meetings in eight cities last month to introduce the 1958 Philco-Bendix line.

Typical of these meetings was one August 13 in Trenton, N. J. John N. Otter, executive vice president-marketing, and William L. Schubert, general manager of laundry equipment division, headed the Philco group. But a very interested James M. Skinner, Jr., Philco's president, watched proceedings from the rear of the meeting room at distributor John Fineburg's Trenton building.

The cross-country swing also took the factory team to meetings in Atlanta, Boston, Pittsburgh, Chicago, St. Louis, Dallas and San Francisco.

Here is what distributors and distributor salesmen heard and saw:

Dryers Shown Laundry division's sales manager Morgan Greenwood told distributors that dryers now have a saturation of 11.9 percent—well over the 10 percent level necessary to show national acceptance.

He said Philco would no longer follow the Bendix-established policy of keeping gas dryer prices on par with electric ones. Gas units will now have the "conventional thirty-dollar spread" above electric dryers.

Washer-Dryers Spotlighted. Glamour spotlight of the Trenton show was on the "Duomatic Custom"

washer-dryer featuring the "big filter drum." Philco officials said the drum, revolving at 505 rpm, removes up to 50 percent more water during the spin cycle, then dries clothes on a low heat-high airflow principle.

Washers Feature "3-D" Dispenser. Distributor interest in the automatic washer line was aroused by a "3-D" attachment which automatically (1) dispenses detergent, (2) adds water conditioner, and (3) filters upper-level water.

Top-loading 1958 Philco-Bendix washers feature a "ball-point" suspension system designed to reduce noise and vibration.

Chief Philco washer promotion plan for the fall-winter season involves a "million-dollar refund bank." Mailers containing 150 "refund dollars" are going out to known owners of Bendix washers and to general mailing lists. A letter explains the "dollars" are to be used at the Philco dealer's for a refund of up to \$150 on an old washer, toward the price of a new one.

Wringer Models. Ray Keeton, spokesman for Philco's conventional washer division, urged distributors to go after their share of wringer-washer sales which last year reached \$189 million. He showed a wringer model described as the "fastest washer in the world." The "Twinmatic" is designed to deliver a clean tubful of clothes every four minutes.

50 Years in Laundry

Speed Queen unveils its Golden Anniversary line with a new dryer featuring a stainless-steel drum matching an already-popular automatic washer model

Marking its fiftieth year in the laundry business, Speed Queen (now the home laundry equipment division of McGraw-Edison Co.) recently took time out to review its history at a press meeting. At the same time, company officials unveiled a Golden Anniversary dryer with a stainless-steel drum designed as a companion piece to the company's already-popular automatic washer with a bowl-shaped stainless-steel tub.

The company also announced that its sales have continued to rise each month "despite an industry-wide trend toward reduced sales during the early months of 1957." Company officials asserted that one reason for this was the washer with the stainless-steel bowl-shaped tub. Public acceptance of this feature has led company executives to predict that the new dryer, a Speed Queen exclu-

sive, will capture an increasing percentage of the dryer market.

History Reviewed. At the same press meeting, at which the Golden Anniversary line was unveiled, Speed Queen's 50 years were reviewed by Reginald J. James, vice president of the company.

James told of the founding of the company in 1908 when Joseph P. Barlow and John Seelig, partners in a successful hardware store, founded the Barlow & Seelig Co. for the manufacture of a wooden hand-operated washing machine.

In 1952, to better identify the company with its products, the name of Barlow & Seelig Mfg. Co. was changed to Speed Queen Corp. Four years later, the company was purchased by the McGraw Electric Co., which, in turn, merged with Thomas A. Edison, Inc., this year. Speed Queen is now a division of McGraw-Edison.

High-Level Demo



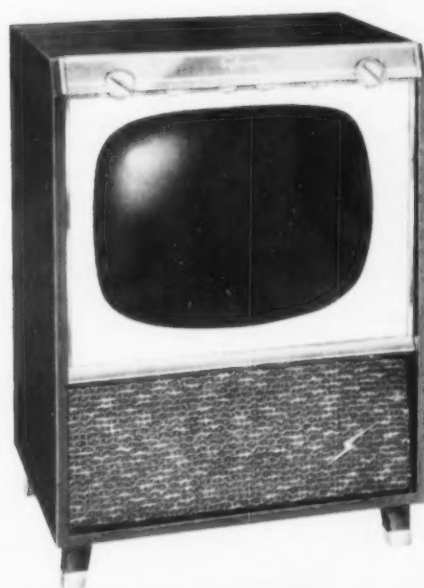
ADMIRAL CORPORATION president Ross D. Siragusa, right, discusses his company's New Son-R wireless remote control for television-radio-phonograph with Joseph Nathan, assistant general sales manager of Admiral's metropolitan division. The exclusive Admiral device, which utilizes sound waves to perform eleven separate functions, is available on some consoles. It is priced for the luxury market.

Offer this luxurious
\$34⁹⁵ electric blanket **FREE!**

- Two-year manufacturer's guarantee • Hand washable
- Fully automatic thermostat • Nine degrees of comfort



with the purchase of either
of these **SYLVANIA** HaloLight[®] models



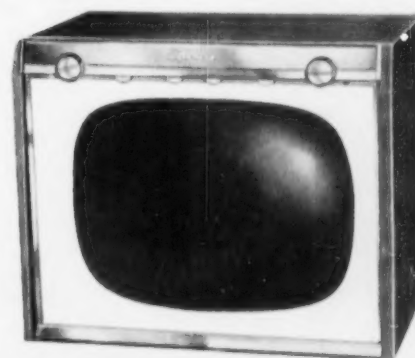
The MODERN, Model 21C407

Slimline console with the 21" picture* expanded by HaloLight—Sylvania's exclusive frame of soft "surround light."

*21" overall diagonal, 249 sq. in. viewable picture

The STYLELINER, Model 21T114

A Slimline beauty all by itself or teamed with one of a wide range of bases. The 21" picture* is enhanced with HaloLight.



Sylvania's "Promotion of the Month" for October

*Timed for a warm welcome
to Sylvania's new TV show—*

Powerfully merchandised for you on—

The première performance of **THE REAL McCOYS**, October 3.
And in—LIFE, POST, store displays, direct mail—the works!
Get complete details on this sensational **FREE** offer—
Call your Sylvania TV Distributor today!



Starring
WALTER BRENNAN
Thursday nights
on ABC-TV

SYLVANIA¹¹⁰ SLIMLINE TV

CHART I: WHO GETS THE BUSINESS?

PRODUCT	PERCENT ACCOUNTED FOR BY 4 LARGEST FIRMS	PERCENT ACCOUNTED FOR BY 8 LARGEST FIRMS	PERCENT ACCOUNTED FOR BY 20 LARGEST FIRMS
RADIOS & RELATED PRODS.	1954: 24 percent 1947: 26 percent	35 percent 35 percent	53 percent 54 percent
REFRIGERATION MACHINERY*	1954: 36 percent 1947: 39 percent	51 percent 55 percent	69 percent 72 percent
ELECTRICAL APPLIANCES	1954: 50 percent 1947: 36 percent	61 percent 47 percent	79 percent 70 percent
DOMESTIC LAUNDRY EQUIPMENT	1954: 68 percent 1947: 40 percent	85 percent 65 percent	99 percent 91 percent

* This category includes all types of refrigeration machinery.

The Big Getting Bigger?

In the appliance industry it seems likely, if you rely on a new Senate study on industrial concentration; four biggest laundry makers get 68 percent of market

In the appliance industry the big firms are getting a steadily larger slice of the market.

That seems to be the obvious conclusion after a study of a 756-page report on industrial concentration prepared for the Senate subcommittee on antitrust and monopoly.

The subcommittee staff warns against indiscriminate use of the material in the report and says that nine "limitations and qualifications" may make the data "insignificant" for some industries. Nevertheless, the appliance trade is likely to be impressed by findings which show that:

—in the domestic laundry equipment field the four largest firms jumped their share of the market from 40 percent in 1947 to 68 percent in 1954.

—in the electrical appliance field (heating and cooking appliances and electric housewares), the share of market captured by the four largest firms rose from 36 to 50 percent in the same period.

—in "radios and related products" (including many non-consumer items), the share of the four largest firms in 1954 was actually smaller than it was in 1947.

Persons unfamiliar with government statistics may find the product groupings somewhat confusing. Actually, they conform to the Census Bureau's standard industrial classifications. But for practical purposes they are somewhat difficult to use in studying trends in the manufacture of domestic ap-

pliances. As an example: the electric appliance grouping does not cover refrigerators, laundry equipment, sewing machines, vacuum cleaners or several other items listed separately elsewhere. In addition, some are too inclusive for easy reference. Thus the "radio and related products" group covers not only radio and TV but such items as transmitters and radar.

CHART II: CONCENTRATION, LINE BY LINE

PRODUCT	PERCENT ACCOUNTED FOR BY 4 LARGEST IN 1954	PERCENT ACCOUNTED FOR BY 8 LARGEST IN 1954	PERCENT ACCOUNTED FOR BY 20 LARGEST IN 1954
ELECTRICAL APPLIANCES	41 percent	52 percent	66 percent
ELECTRICAL FANS	46 percent	70 percent	92 percent
SMALL HOUSEHOLD ELECTRICAL APPLIANCES (Except Fans)	43 percent	59 percent	78 percent
ELECTRICAL HOUSEHOLD RANGES	68 percent	82 percent	97 percent
RADIOS, PHONOGRAPHS	38 percent	57 percent	83 percent
TV RECEIVERS	45 percent	67 percent	91 percent
REFRIGERATORS (Electric, Gas)	62 percent	83 percent	99 percent
WASHING MACHINES	62 percent	84 percent	99 percent
SEWING MACHINES	98 percent	—	—
VACUUM CLEANERS	55 percent	76 percent	93 percent

Senate. The report of the subcommittee avoids making any conclusions—that the statistical record of concentration is either good or bad, or that governmental remedies are in order. But even as a tabulation—which is largely what the study is—the report is billed by its Congressional sponsors as the most exhaustive word on industrial behavior since the monographs of the Temporary National Economic Committee in 1941.

The closest thing to a generalization which the report attempts is a brief table showing that, in 1947, the 50 largest companies accounted for 17 percent of value added by manufacturers; by 1954, they accounted for 23 percent.

There's no telling what ideas for new legislation or Congressional investigations will follow publication of the tables. Senator Estes Kefauver, for instance, is interested in tying the concentration study in with a price investigation to try and show that so-called "administered" prices are closely associated with concentration.

The accompanying charts illustrate the sort of figures that show up in the report relative to the appliance-radio-TV industry. Chart I uses the broad product "groupings" mentioned above and provides a basis for comparison with the concentration levels in earlier years. Chart II provides figures for specific appliances but no comparative figures are available on these individual product lines.



STEELMAN Phonograph & Radio Co.'s sales growth has outstripped the industry. Graphic proof of this is presented by board chairman Roland J. Kalb.

18 Steelman Models Priced for "Every Home"

Steelman Phonograph & Radio Co. recently introduced a line built around the premise that "the real potential of high fidelity extends to every American home." The new line, according to Steelman executives, incorporates simpler, more efficient circuit designs housed in compact, streamlined cabinets, thus "building in greater value at reduced cost."

Prices range from \$23.95 to \$339.95 on the 18-unit line. Thirteen units, the majority of which range from \$50 to \$150, are classified as hi-fi.

Steelman also introduced a complete dealer merchandising plan. The company contends that the program is so complete that a Steelman retailer "can plan his entire promotion for the fall in one hour." They say that everything has been planned, detailed, and scheduled on Steelman's fall merchandising calendar to take the work out of a normally time-consuming retail problem.

A consumer advertising program will be supplemented by promotion kits sent to every retailer.

More Kitchen Space

Larger kitchens with adequate space for dining and other family activities and the transformation of basement rooms into bright family rooms into which laundry appliances are skillfully integrated—these are things American homeowners want.

These trends are the result of family participation in planning the home recent *McCall's* magazine contest reveals that 61.5 percent of the entrants reported such family participation. Houses needing remodeling included "new" ones according to the magazine.

Manufacturer Shipment Statistics

ESTIMATED INDUSTRY SHIPMENTS OF MAJOR ELECTRICAL APPLIANCES,
RADIO AND TELEVISION

		1957 (Units)	1956 (Units)	% Change
DISHWASHERS	June	33,500	34,700	- 3.46
	6 Mos.	191,300	228,900	-16.43
DRYERS, Electric	June	32,702	41,724	-21.62
	6 Mos.	322,382	445,172	-27.58
Gas	June	14,081	16,717	-15.77
	6 Mos.	141,629	161,318	-12.21
FOOD WASTE DISPOSERS	June	44,700	46,400	- 3.66
	6 Mos.	256,200	323,100	-20.71
FREEZERS	June	94,800	93,000	+ 1.94
	6 Mos.	471,200	518,100	- 9.05
IRONERS	June	3,537	3,607	- 1.94
	6 Mos.	21,135	26,870	-21.34
TELEVISION (Production)	June	543,778	553,025	- 1.67
	6 Mos.	2,722,139	3,415,202	-20.29
RADIOS, Home-Portable- Clock (Production)	June	672,285	777,519	-13.53
	6 Mos.	4,352,618	4,345,514	+ .16
RADIOS, Automobile	June	416,058	296,256	+40.44
	6 Mos.	2,834,676	2,313,651	+22.52
RANGES, Standard	June	65,900	91,700	-28.14
	6 Mos.	500,500	689,200	-27.38
RANGES, Built-In	June	36,400	38,100	- 4.46
	6 Mos.	214,200	194,600	+10.07
REFRIGERATORS	June	305,100	354,400	-13.91
	6 Mos.	1,803,800	2,082,900	-13.40
VACUUM CLEANERS	June	207,286	248,326	-16.53
	6 Mos.	1,610,530	1,911,482	-15.74
WASHER-DRYER Combinations	June	8,453		
	6 Mos.	90,926		
WASHERS, Automatic & Semi.	June	204,473	245,039	-16.55
	6 Mos.	1,274,602	1,590,538	-19.86
WASHERS, Wringer & Spinner	June	77,816	95,196	-18.26
	6 Mos.	429,656	594,276	-27.70
WATER HEATERS, Storage	June	70,500	82,100	-14.13
	6 Mos.	392,700	473,700	-17.10

SOURCE: WASHERS, IRONERS, DRYERS—American Home Laundry Mfrs. Assn.,
VACUUM CLEANERS—Vacuum Cleaner Mfrs. Assn., RADIO AND TELEVISION—
Radio-Electronics-Television Mfrs. Assn., ALL OTHERS—NEMA

Servel Bows Out

Gas utility executives, appliance manufacturers ponder the fate of the gas refrigerator as their last maker gives up the ghost, tries to sell out

Has the last gas refrigerator been produced? No one really knows at this writing because the future of Servel, Inc.'s home appliance division is in doubt.

The company recently sold its all-year air conditioning division to the Arkansas-Louisiana Gas Co., a Shreveport, La., utility. Total sale price was about \$4 million.

Simultaneously, Servel indicated that the remainder of the company's assets were up for sale. Louis Ruthenberg, Servel board chairman, and Duncan C. Menzies, president, told stockholders that the proceeds from the sale of the company's property would be used to acquire one or more businesses "of a stable character and with a demonstrated earning capacity."

Special Meeting. A special meeting will be held in Dover, Del., on September 11 so that stockholders can vote on the air conditioning sale. Stockholders will also be asked

to give the company's directors authority to sell the remainder of Servel's assets. The remaining property, which is used principally for the company's home appliance division and its general offices, includes 35 acres of land, buildings with 1.25 million square feet of floor space, and machinery, tools, and equipment with a net book value of approximately \$5 million.

To date, no appliance manufacturer has admitted to interest in the division. Gas refrigerators have not been competitive in price with their electric counterparts. Servel's sales have consequently diminished rapidly in recent years. The company has a loss carry-forward of more than \$17 million.

Obviously disturbed over the possibility of a demise of the gas refrigerator, which would end the availability of all-gas kitchens, gas executives met August 22 in New York City to discuss the matter.

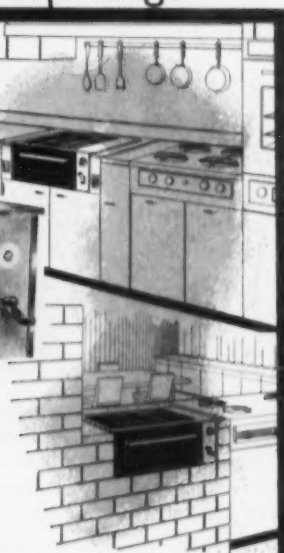
New Field for "Big Ticket" Profits-- AN INDOOR CHARCOAL GRILL

...that builds in like
a counter-top range!

Majestic Char-Grill



- Fits wood or masonry construction
- Ideal for kitchen counter tops
- Stainless steel top
- Lift-out two-piece chrome grill
- Front crank adjusts height of fire
- Motorized spit fits top as accessory



A superior quality barbecue grill designed to answer every need for a custom indoor barbecue installation. Installs like a built-in range in wood or metal cabinets or masonry construction, or can be used as a portable unit. Motorized spit accessory attaches to grill for complete charcoal rotisserie! Handsome velvet-black and gold metal front, accented with chrome.

Write TODAY for full details

The **Majestic** Co., Inc.

473-C Erie Street
Huntington, Ind.



Make friends with your customers

Webb Manufacturing Co.
1918A N. 4th St., Phila. 33, Pa.

Send price of Slingabout or Wrapabout for
Model # _____ Make _____

☐ Refrigerator ☐ Freezer ☐ Dryer
☐ Range ☐ Washer (specify) _____

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

You sell the appliance on your showroom floor, but when you deliver it, you sell *yourself*. So if you want your customers to remember you with pleasure, do a professional job on every delivery. Protect appliances such as ranges and refrigerators with Webb Slingabouts.® They guard the appliance against bumps and scratches, spare customers' paint and woodwork. Webbing handholds help men maneuver appliances smoothly into place. For further information about Slingabouts (water-repellent canvas jackets lined with soft flannel), fill in the coupon opposite.



SLINGABOUTS
For Radio, TV, Air Conditioners,
ask about Wrapabouts®

LBE Launches 'Fall Push'

New drive will be backed by more television, magazine and newspaper advertising plus new look for the company's consumer booklet

The "Live Better Electrically" program is beginning a "Fall Push" using increased national advertising and retailer tie-in methods to give the entire electrical industry a bigger share of the consumer market.

The electrical living theme is being featured by two ads each in the *Saturday Evening Post*, *Life*, and *Better Homes and Gardens*, following the same "rate yourself" idea featured last spring.

In addition to regular LBE advertising, publications including *Parents*, *American Weekly* and *House and Garden* are planning special electrical living sections.

Electrical appliance manufacturers with national TV shows are co-operating in the push. Ronald Reagan's Sunday night dramatic show will carry the LBE theme once a month to some 40 million viewers. Studio One, Monday nights, will also participate.

For local radio and TV, new film commercials, scripts and recordings are now available.

Newspaper publicity programs are being aided by a special press kit and newspaper supplement.

The two LBE full-color motion pictures are available, along with a revised consumer booklet.

Lower Down Payments

New FHA mortgage terms include lower down payments, higher interest rates on home loans. Decision seen influencing housing starts next year, but not this

Homebuilders have finally got their hoped-for help from the government.

The Federal Housing Administration has eased down payments for home buyers and raised the allowable interest rate on FHA-insured mortgages, at the same time setting liberal discount limits

that will further assist the financing of these home loans.

Down payment requirements were lowered to the minimums permitted by the new housing law, as shown in the table herewith. The required down payment on a \$10,000 house drops from \$700 to \$300 and on a \$16,000 house from \$2200 to \$1200.

Interest rates go to 5 1/2 percent from the current 5 percent. The idea is to try to lure more money into the mortgage market.

The effect on new housing starts is not going to be dramatic in the remainder of 1957, but the administration's decision was hailed by the homebuilding industry because it comes early enough to allow homebuilders to work in advance on more ambitious 1958 plans.

Few Starts. Charles Goodyear, president of the National Assn. of Homebuilders, told a Congressional committee prior to the FHA announcement that he expected starts this year to be a low 850,000 or so—regardless of where down payments are pegged. Some others in the industry, however, are more optimistic than Goodyear. They think the action will touch off a mild upturn in the remainder of this year and starts will at least

get over the 900,000 mark.

Retired Secretary of the Treasury George M. Humphrey, Federal Reserve chairman William McChesney Martin, and most of President Eisenhower's top economic advisers were against lower down payments. Federal Housing chief Albert Cole and FHA commissioner Norman P. Mason carried the fight inside the Administration for using the lower down payments now.

As a further aid to financing, the new rules established permissible discounting of FHA mortgages

on a regional basis, with a maximum of 2 1/2 percent allowed in areas where money is hardest to get.

This action appears to kill off VA mortgage financing completely. To compete with such a discount rate, the Veterans Administration limited by law to 5 percent on GI mortgages—would have to allow its guaranteed home loans to be sold at 8 1/2 points below the mortgage amount. There is no possibility that the VA would permit such a practice, and the Administration will probably make another fight to boost the rate.

¿me permite presentarme?

Aoy
KILOWATITO

SU SERVIDOR ELECTRICO

Usted no me conocía, pero yo he vivido siempre en su casa. Vivo detrás del contacto de la luz, esperando que usted me necesite para servirlo al instante.

*Registered Trademark. Used with permission.

Meet Kilowatito

Si, Señor, Reddy Kilowatt has a Mexican cousin. His name is Kilowatito.

The Mexican relative of the personable little advertising symbol used by American utility companies is now being introduced to Mexico's 32 million people.

Reason: Mexican Light & Power Co. and Compania Impulsora de Empresas Electricas—the two private companies which generate and distribute most of Mexico's electrical power—have found that supply has finally caught up with demand.

To date, due to difficulties in meeting the demand for electricity, these companies have maintained an almost passive attitude toward residential consumers. But a new era has arrived and Kilowatito has stepped into the breach.

Services of Reddy Kilowatt Co., Inc., New York, have been contracted. Reddy Kilowatt, you see, is a registered trade mark owned by the New York company and licensed investor-owned utility companies in the U.S. and other countries.

Both Mexican companies are introducing Kilowatito through just about every conceivable medium to personalize electricity and generally to get their messages across to the public.

The accompanying ad introduces Kilowatito.

FHA Down Payments

FHA Appraisal	Old Amt.	New Amt.
\$6000	\$300	\$180
7000	350	210
8000	400	240
9000	450	270
10,000	700	300
11,000	950	450
12,000	1200	600
13,000	1450	750
14,000	1700	900
15,000	1950	1050
16,000	2200	1200
17,000	2450	1500
18,000	2700	1800
19,000	2950	2100
20,000	3200	2400
21,000	3450	2700
22,000	3700	3000
23,000	3950	3300
24,000	4200	4000
25,000	5000	5000

Nassau Girds for Fedders

1957 Fedders trip will attract 6500 to the Bahamas; two hotels and every tourist facility are ready for the influx set to begin on September 16

All the arrangements for Fedders-Quigan Corp.'s 1957 dealer junket to Nassau have been completed. Approximately 6500 Fedders distributors and dealers, their wives, and offspring will begin to arrive in Nassau, capital of the Bahamas, on September 16. They will keep coming right up to the last week in November. Each will spend a week.

To accommodate this hugest of all appliance junkets, Fedders has booked the exclusive Emerald Beach and British Colonial Hotels for the entire eight-week period. Both American and native entertainment has been arranged. Beaches, golf courses, fishing boats, and every possible recreational facility have been arranged. In addition, there will be tours of the island on which Nassau is located and weekly treasure hunts with \$500 prizes. Transportation down and back is by chartered plane.

Plenty of good food and daily cocktail parties will also be provided. And, so Fedders dealers won't get rusty, a sales forum will be held for each group, giving the company's sales executives a chance

to put over their selling pitch.

Began in 1950. Fedders began its "sales vacation-conventions" in 1950 with a Bermuda cruise (60 persons); in 1953, a group of 500 went to Hollywood Beach, Fla.; 1000 went to Nassau in 1954; 2000 were flown to Jamaica in 1955; 4500 went to the Dominican Republic last year. This year there may be 6500.

Company officials state that Nassau was chosen this year because they could find no other place to handle this large a group.

Although there is no direct proof that the trip has influenced Fedders sales growth, it is pointed out that, in 1949, the company tallied a sales volume of \$27 million. In 1956, the firm's volume totalled \$65 million.

Fedders president Salvatore Giordano contends: "Our sales incentive drives have given us . . . a family of dealers without parallel in the business."

To illustrate this, one dealer's wife who went along on last year's trip made sure she got to go. "I sold air conditioners myself," she said, "from door-to-door."

OHI Fights for Survival

Leaders set a half-million dollar goal for 1958 home improvement campaigns featuring paid memberships for retailers, manufacturer subscriptions, contests

New appeals to manufacturers and paid memberships for retailers are ideas being tried by former Operation Home Improvement leaders in an attempt to revive the OHI program for 1958.

Influential retailer Fred Hecht, of Sears Roebuck, was chosen chairman of the new Operation Home Improvement Council at its organizational meeting held recently in Washington, D. C. A tentative minimum budget of \$500,000 for 1958 has also been approved.

Plans indicate the new OHI will be run by a 100-man board made up of retailers, bankers and contractors selected from the country's 30 top retail trade areas.

The council staff, headed by former OHI managing director Don

Moore, started approaching manufacturers last month for subscriptions.

Membership seals are selling to retailers for \$25 to \$50. Supporters hope restricting promotion benefits to actual members, and making them pay for the privilege, will pay off in concentrated effort.

The big event planned for 1958 is a year-long consumer contest with prizes totaling a quarter-million dollars.

An initial prize will be given to the home owner writing in the best suggestion for needed improvement in his home. Then, in late 1958, a grand winner will be chosen from those who carried out home improvements suggested earlier.



The Motorola Pitch

A magnet for Motorola's current sports promotion is former major league baseball star Bob Feller. Here the genial sports personality is shown talking to a crowd of several hundred young baseball fans in Gimbel's department store in New York City.

Feller has made approximately 200 appearances for Motorola in some 60 cities. He has spoken to nearly 100,000 youngsters, autographing a Motorola baseball booklet for most of them. Motorola feels that the promotion builds good will for the company and traffic in the dealers' stores, in addition to placing the Motorola promotional piece in each youth's home.

The company has added ex-grid star Otto Graham to the promotional team and is making nonprofessional arrangements with tennis star Billy Talbot.

U.S. Steel's 1957 Blizzard

Fourth annual "Operation Snowflake" will use 'White Christmas' theme again to promote major appliances via TV, radio and newspapers

United States Steel Corp. will kick off its annual "Operation Snowflake" campaign on November 18. This year's aim: to better last year's promotion in which 40 per cent of the nation's appliance retailers participated.

A three-phase program on the theme "make it a white Christmas—give her a major appliance" will be used to stimulate sales of ranges, refrigerators, freezers, dishwashers, water heaters, ironers, washers, dryers and cabinet sinks.

National Advertising. First phase of the promotion will hit the American family market through television, radio and newspaper advertising.

The next phase of the major appliances sales drive will see U. S. Steel alerting retailers and providing them with promotional materials. Tie-in opportunities will be detailed in 25 advertisements appearing in 11 trade magazines. Direct mail will invite the 28,000 retailers who participated in last

year's "Operation Snowflake" to share profits from the promotion again this year.

A retailer's display kit will be furnished free on request. The kit includes point-of-sale display material plus complete plans for putting "Snowflake" to work at the local level in promoting any brand of appliances.

U. S. Steel has arranged for retailers to buy additional displays and premiums direct from manufacturers.

Enlisting Trade Aid. Operation Snowflake's third phase will seek to enlist the support of all groups interested in the sale of major appliances.

Direct mail will carry the campaign's message to 2500 gas and electric utilities, 17 allied trade organizations, consumer credit departments at 2400 banks, and every daily newspaper in the U. S.

Again this year, every newspaper in the country will receive a newspaper service kit.

RADIO-TV



DISPLAYING the National TV Week symbol at a recent New York press conference are James D. Secrest, executive vice-president of RETMA, left; A. W. Bernsohn, executive vice-president of NARDA, center; and Julius Haber, public relations and advertising chairman of RETMA and director of community relations at RCA, right.

TV Week Opens Festival

Regional chairmen supervise local promotion efforts encouraging consumers to replace old sets, buy extras to suit family viewing preferences

National TV Week chairmen from all parts of the country are spearheading local efforts for a week-long promotion on the theme "Be a New TV family." The September 8-14 push is a kickoff period for the broader fall TV Festival.

Early reports show the group includes appliance dealers, distributors, electric utility men and Electrical League members.

Among the first cities to be counted toward the campaign's goal of 150-city participation were Los Angeles, Kansas City, St. Louis, Omaha, Hartford, Miami, Wichita, Lexington (Ky.), Shreveport, Newark, Columbus (Ohio), Erie (Pa.), Salt Lake City, and Toledo.

Local chairmen are seeing that

dealers are supplied with "stork" lapel buttons carrying the official TV Week symbol, window streamers, and publicity kits for radio, TV and newspaper advertising.

Chairmen Are Active. Spokesmen at TV Week's Chicago headquarters say national chairmen are successfully lining up local media to publicize the campaign. As an example, they point to Glenn Logan of the Los Angeles Electrical League and TV Week chairman for that area.

Logan has co-operation of a majority of Los Angeles' eight TV stations in a "scramble-picture contest." Entrants use blanks from TV retailers to participate in a contest involving identification of local TV personalities.

More Color TV for Fall

NBC leads with over two hours a day, a 67 percent increase; CBS plans three "one-shots"; ABC is still out of the color television picture

Network color TV plans for the fall-winter season follow a familiar pattern with NBC as usual offering the most ambitious schedule. That network will increase its color by 67 percent over last year's level.

Color schedules at CBS are still incomplete but plans are shaping up for three 90-minute shows during the season, plus a monthly

Sunday-afternoon series beginning in October.

ABC is still out of the color picture. Michael Foster, an ABC vice president, says ABC will "jump into color TV with both feet as soon as the American people show they want it." He said the network has no specific goal as to number of sets-in-homes necessary to

demonstrate popular acceptance.

Survey Encourages Color. NBC's relatively heavy schedule of color programming reflects findings of the "colortown" audience tests now in their second year. Segments of a total panel of 2,000 families are surveyed.

In tests concerning advertising on a Sunday night program, 41 percent of color viewers could name one or more product a week later; 20 percent of black-and-white viewers could name a product.

Inclination-to-buy tests showed that, after viewing the same TV commercial, 36 percent of color viewers said they were inclined to buy the product; 14 percent of black-and-white viewers felt so inclined.

250 Hours. NBC will produce 250 hours of color TV in the last months of 1957, an average of more than two hours per day.

CBS color TV will be concentrated in three ninety-minute DuPont shows-of-the-month.

Television on Trial

Chicago coroner's jury blames manufacturing error for electrocution of a small boy by a portable TV set, recommends stronger safety codes

In Skokie, Ill., on July 14, a six-year-old boy was killed by electricity in the kitchen of his own home, evidently when he brushed against a 1958 G-E portable TV set and touched the grounded trim of the kitchen counter.

A blue ribbon coroner's jury of electronic specialists fixed the blame for the accident on a manufacturing error. In the jury's words: "A metal part of the case of the vertical holding control was found squeezed through the insulation of the 135-volt D.C. bus. The connection thereby established caused a combination of D.C. and the 120-volt A.C. supply voltage to appear between the outside metal cabinet of the television set and ground. . . . In comparing a new set with the one involved in the accident, the corresponding 135-volt D.C. bus was found to be in a slightly different position."

Local rumor said the set had been

dropped. The jury specifically stated, however, that there was "no relationship between the mechanical damage to the cabinet and the observed electrical defects."

G-E stood behind the design of the set from the first, and was backed up by Underwriter's Laboratories. However, G-E checked all sets in factory, distributor, and dealer inventory immediately and has made a standing offer to all customers to get their sets checked.

The jury made some recommendations, stating that "it is desirable that the safety codes and practices used by the industry be strengthened." The jury also stated that portable appliances should be used with care in those parts of the home that contain grounded objects.

In Chicago, trade talk is that "it could have happened to anybody," and many point out that the same hazards exist with major appliances, radios and power tools.

COLOR TV

The network schedules of color television for the month of September include the following programs:

WEEKDAYS, 1:30-2:30 EDT, NBC—Club 60; 3-4 EDT, NBC—NBC Matinee Theater (black-and-white September 4).

WEDNESDAYS, 9-10 EDT, NBC—Kraft Television Theatre.

SATURDAYS, 8-9 EDT, NBC—The Julius La Rosa Show (September 7—The Perry Como Show thereafter); 10:30-11 EDT, NBC—Your Hit Parade.

SEPT. 15, 9-10 EDT, NBC—Goodyear Playhouse.

SEPT. 16, 9:30-10 EDT, NBC—Arthur Murray Party.

SEPT. 19, 10-11 EDT, NBC—Texaco Command Appearance.

SEPT. 22, 6:30-7 EDT, NBC—My Friend Flicka; 9-10 EDT, NBC—The Alcoa Hour.

SEPT. 23, 9:30-10:30 EDT, NBC—"Eleven Against the Ice."

SEPT. 24, 8-9 EDT, NBC—The George Gobel Show.

SEPT. 26, 10-10:30 EDT, NBC—Lever Variety Hour.

SEPT. 29, 6:30-7 EDT, NBC—My Friend Flicka; 9-10 EDT, NBC—Goodyear Playhouse.

SEPT. 30, 7:30-8 EDT, NBC—The Price Is Right.

Million-Dollar Promotion



CLADCO DISTRIBUTORS, Inc., of Buffalo, N. Y. joined with a local bank to publicize Cladco's portion of the Norge 1958 washer shipment insured for \$1 million. Crowds of curious people filled the bank, viewing the million dollars in cash and getting a look at the new washer. Shown with the cash and a crated washer are bank president Charles R. Diebold, left, distributor president Carlton G. Luhman, center, and Judy Luhman, right.

DISTRIBUTORS NAMED

Admiral Corp.—Capital Radio and Television Co., Nashville, Tenn.

Bell and Howell—Allied Appliance Co., Boston, Mass.; Chas. L. Bell Co., Inc., Allentown, Pa.; The Boyd Corp., Portland, Me.; Capitol Distributing Co., Pawtucket, R. I.; Connecticut Appliance Distributors, Inc., New Haven, Conn.; Greusel Distributing Corp., Milwaukee, Wis.; Gross Distributors, Inc., New York, N. Y.; Hollander & Co., Inc., St. Louis, Mo.; Knodel-Tygrett Co., Cincinnati, Ohio; Northern Ohio Appliance Co., Cleveland, Ohio; Peaslee-Gaulbert Corp., Louisville, Ky.; Southeastern Radio Supply Co., Raleigh, N. C.; Southern New England Distributing Corp., East Hartford, Conn.; Triangle Industries Corp., Chicago, Ill.; Washington Wholesalers, Inc., Washington, D. C.; J. A. Williams Co., Pittsburgh, Pa.; The Jos. M. Zamoiski Co., Baltimore, Md.

Berns Air King, Inc.—Tom Hodges and Co., Kansas City, Kansas, and Tulsa, Okla.

Carrier Corp.—Andrews Distributing Co., Inc., Nashville, Tenn.

Dominion Electric Corp.—Arthur L. Felson Co., Minneapolis, Minn.

Eureka Williams Corp.—W. L. Roberts, Inc., Memphis, Tenn.

General Electric—H. Leff Electric Co., Cleveland, Ohio.

Hobart Mfg. Co.—E. J. Camos Co., St. Louis, Mo.; William A. Hoskins Co., Kansas City, Mo.

Hoffman Electronics Corp.—Ohio Valley Hardware Co., Evansville, Ill.

Norge—Electrical Distributing, Inc., Portland, Ore.

Perfection Industries, Inc.—Endicott Co., Philadelphia, Pa.; J. Fischer and Son, Saginaw, Mich.; Ohio Valley Hardware Co., Chillicothe, Ohio; Lincoln Supply Co., Syracuse, N. Y.

RCA Whirlpool—Joseph M. Zamoiski Co., Inc., Washington, D. C. (now full line)

Landers, Frary & Clark—Strusset Electric Co., Seattle, Washington.

Waste King Corp.—F. F. Leonard Inc., Columbus, Ohio; Graybar Electric Co., Inc., Los Angeles; United Clay & Supply Corp., Baltimore, Md.; Allied Electric Supply Co., Pittsburgh, Pa.; Kupper's Inc., Miami, Fla.; F. F. Leonard, Inc., Columbus, Ohio; Robinson Distributing Corp., Seattle, Wash.

Youngstown Kitchens—F and M Distributors, Inc., Oklahoma City, Okla.; J. W. Phillips Distributing Co., Seattle, Wash.; Garlock Sales Co., Lansing, Michigan.

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made of Firestone Velon



32 STYLES TO FIT
EVERY LEADING
MAKE FROM 1/2 to
2 ton units 1951 to
1957 MODELS, ALL
AT ONE LOW RE-
TAIL PRICE FOR
VOLUME AND
HANDSOME
PROFITS!

3,500,000 air conditioners already sold and we cover most of them... 1,500,000 predicted for this year! Here's your chance for cool, EXTRA profits. Sell the first and finest... sell INTERNATIONAL Covers For Air Conditioners, made of a heavier gauge, trouble-free Firestone Velon. Get the jump on the market, let us show you how with our generous cooperative advertising plan... get the facts today!

Distributor franchise available in some territories... write for details

INTERNATIONAL COVERS FOR AIR CONDITIONERS CORP.

532 Broadway, New York 12, New York

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Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y.

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Address

City..... Zone..... State.....

Company..... Title.....

OLD

Name

Address

City..... Zone..... State.....

ELECTRICAL MERCHANDISING
330 W. 42nd St. N. Y. 36, N. Y.

ONE MAN Safely Delivers 800 LB. LOAD



Slides Upstairs
Downstairs



In and Out
of Trucks



YOU INCREASE NET PROFITS by cutting delivery costs with Easload Appliance Trucks. One man easily and safely does the work of two with Easload, the only truck that takes the weight off the man and balances it on retractable wheels.

The welded steel frame has protective rubber pads on the load side and tubular slide runners on the back. Heavy web belt and positive ratchet-type cincher secure appliance on truck. Load balances on large ball-bearing wheels, cushioned on 10 x 2.75 tires. Two small rubber wheels in toe plate aid loading.

ON MONEY-BACK GUARANTEE of satisfaction order Easload today (FOB L.A.) only \$57.50.

Colson Equipment & Supply Co.
1317 Willow Street, Los Angeles 13, Calif.

The Year 'Round Market Place

Admiral Corp.	144, 145
Advertising Council, The.....	182
Aetna Life Insurance Co., The	57
Amana Refrigeration Inc.	38, 39
American Telephone & Telegraph	186
Arvin Industries Inc. Electronics & Appliance Div.	108, 126

Belden Mfg. Co.	28
Bell & Howell Co.	187
Better Homes & Gardens.	100
Borg-Erickson Corp., The.	123
Burch Mfg. Co.	200
Burgess Vibrocrafters Inc.	179

Caloric Appliance Corp.	151
Chicago Tribune	34, 35
Columbia Records Inc.	32A-F
Colson Equipment & Supply Co.	211
Commercial Credit Corp.	64
Cornish Wire Co. Inc.	36
Cory Corp.	191

Dexter Div., Philco Corp.	32
Dormeyer Corp.	117-122
Driver-Harris Co.	40
Dry-R-X Co.	178
Dumont Laboratories Inc., Allen B., Television & Re- ceiver Div.	97

Electrical Merchandising	188, 189
Electrical Steam Radiator Corp.	56
Eureka Williams Corp.	180, 181

Flexible Tubing Corp. 123
Frigidaire Div.
General Motors Corp. . . 102, 103

General Electric Company
Appliance & TV Receiver
Dept. 160, 161, 172

Electronic Components Div.	58, 59
Major Appliance Dept.	11, 92, 114, 115
General Slicing Machines Co., Inc.	149
Good Housekeeping	152, 153

Hamilton Beach Div.	
Scovill Mfg. Co.	26, 27
Hamilton Mfg. Co.	3rd Cover
Hoover Co., The	7
Hotpoint Co.	4, 105

IDEA Inc. Regency Div. 116
Ingraham Co., The 138, 139-142

International Covers for Air Conditioners Corp.	211
Ironrite Inc.	61

Johnson & Son Inc., S. C. 93, 99

Kelvinator Div. American
Motors Corp. 4th Cover

Ladies Home Journal 62, 63
Lamb Electric Co., The 109
Landers Frary & Clark
113, 124, 125

Magic Chef Inc.	37
Magnavox Co., The	184, 185
Majestic Co., Inc., The	207
Majestic International Sales Corp.	101
Mallory & Co., Inc., P. R.	147
Maytag Co., The	131-133
McCalls	14, 15
McGraw-Edison Co., Clark Div.	171

McGraw-Edison Co., Toastmaster Div.	12
Mend-It-Sleeve Mfg. Co.	213
Metal Ware Corp., The.	25
Motorola Inc.	192, 193
Mustee & Son Inc., E. L.	158

National Cash Register.....	159
Norge Div., Borg-Warner Corp.	174-177
Northern Electric Co.	130

Olympic Radio & Television.....	52
ORRradio Industries Inc.....	200
Oster Mfg. Co., John.....	155

Pentron Corp.	190
Philco Corp.	165-169
Pittsburgh Plate Glass Co.	49
Progressive Farmer	162

Quaker Mfg. Co., Heating Div.
Florence Stove Co. 91

Radion Corp., The	8
Ray-O-Vac Co.	108A&B
RCA Victor Div	
.....	110, 111, 128, 129
Readers Digest	136, 137
Regina Corp., The	107
Remington Rand, Electric	
Shavers Div. of Sperry Rand	
Corp.	104
Robertson Sales Co.	196
Roper Corp., George D.	112

Salton Mfg. Co., Inc.	183
Self-Lifting Piano Mfg. Co. . . .	213
Skinner Co., M. B.	196
Speed Queen Div., McGraw-Edison Co.	2nd Cover

Spencer Thermostat Div.	
Metals & Controls	30
Steelman Phonograph & Radio	
Inc.	60
Sylvania Electric Products Inc.	
Television & Receiver Dept. .	205

Tide	53
Tung-Sol Electric Inc.	201

United States Steel Corp., 54, 55

V-M Corp. 156, 157

Wahl Clipper Corp.	196
Waste King Corp.	29
Waters Conley Co. Inc.	106
Webb Manufacturing Co.	207
Webcor Inc.	150 A-D
West Bend Aluminum Co.	6
Westinghouse Electric Co., Appliance Div.	17-24
Portable Appliance	3
Television Receiver Div.	2, 3
Whirlpool Corp.	41-48, 50, 51, 127
Wiegand Co., The Edwin L.	134

Yeats Appliance Sales Co. . . . 200
Youngstown Kitchens Div.
American Standard 94, 95

CLASSIFIED ADVERTISING
F. J. Eberle, Business Mgr.

EMPLOYMENT OPPORTUNITIES 213
BUSINESS OPPORTUNITIES... 213

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NEW FACES IN NEW POSITIONS



L. J. COLLINS



A. R. BAGGS

Radio Corp. of America—L. J. Collins has been named general sales manager for RCA Victor radio and "Victrola" division, and A. R. Baggs, manager of merchandising.

Maytag Co.—Edwin F. Kallenberg, Jr., has been named regional manager for the Cincinnati branch offices. Guy O. Heck takes over with a similar title for the Richmond, Va., branch.



ARNOLD M. HENDERSON

Emerson Radio & Phonograph Corp.—Arnold M. Henderson has been promoted to director of sales. Prior to his new appointment Henderson had served as assistant to the vice president in charge of sales.

Admiral Corp.—Richard R. Gorman has been named advertising manager. Gorman was previously assistant advertising manager for the corporation.

Westclox Div., General Time Corp.—E. E. Connell has been appointed sales promotion manager for the merchandising department.



HOWARD G. HAAS

Mitchell Mfg. Co.—Howard G. Haas has been appointed vice president in charge of sales for the room air conditioner division. Haas formerly was vice-president in charge of advertising and sales promotion.



THOMAS I. BYRD

Lau Blower Co.—Thomas I. Byrd, former executive vice president, was recently elected president of the company.



JOE MARSALISI

Stanthony Corp.—Joe Marsalisi has been appointed sales manager of the new products division. Prior to joining Stanthony Marsalisi was associated with Chambers Ranges, Inc.

Motorola, Inc.—Robert L. Perretz has been named regional sales manager in the northeastern section of New York. His sales territory will include Syracuse, Rochester, Buffalo, and Albany.

Olympic Radio and Television—Edward Moreau has been appointed regional sales manager for the eleven western states.



JAMES P. BUTLER

Norge Div., Borg-Warner Corp.—James P. Butler has been appointed national home laundry appliance merchandiser. Butler previously was midwestern laundry sales manager for Philco Corporation.



ELMER B. OTT

Ray-O-Vac Company—Elmer B. Ott has been elected president replacing Donald W. Tyrrell who will continue as chairman of the board.



ARTHUR A. CURRIE

Westinghouse Electric Corp.—Arthur A. Currie has been named television merchandise manager for the television-radio division.

Hoffman Electronics Corp.—O. R. Coblenz has been appointed manager of marketing for the corporation's Hoffman Radio Division.

Symphonic Radio and Electronic Corp.—Joel J. Zimmer has been named assistant sales manager.

Proctor Products—Lewis G. Barber has been named central regional manager with headquarters in Proctor's Chicago offices.

MERCHANDISING

Supplement Products Services
For More Sales - More Profits

HAND TRUCKS

For safe and easy handling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Planos, Television sets, Venders, etc. Experience in manufacturing equipment for heavy case moving since 1901.



SELF-LIFTING
PIANO TRUCK CO.
425 N. Main St. Findlay, Ohio

FAMOUS

Mend-it-sleeve



Just insert wire ends and crimp tight with ordinary pliers.

Permanently splices broken wires and coils in electric appliances, automotive and industrial equipment. Make repairs and splices quickly, cheaply. 5 Sizes.

WRITE FOR CATALOG & FREE SAMPLE

MEND-IT SLEEVE MFG. CO.
3125 Gloria Terrace Lafayette, California

SEARCHLIGHT SECTION

(Classified Advertising)

EMPLOYMENT BUSINESS
EQUIPMENT — USED OR RESALE
OPPORTUNITIES

RATES

DISPLAYED—The advertising rate is \$14.85 per inch for all advertising of Equipment & Business Opportunities.
EMPLOYMENT OPPORTUNITIES \$20.75 per inch subject to agency commission.
UNDISPLAYED—\$2.10 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line.
DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.
POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance.
BOX NUMBERS—Count as 1 line.

EUROPE

→ wanted NEW PRODUCT
→ to manufacture
→ to market

—by first-class commercial firm of long standing
—well-established in BENELUX and neighbouring countries
—working closely with important up-to-date manufacturers
—capable to construct, assemble and market most complicated and finest parts made in copper, aluminium, cast-iron & stamping and enamelling
—interested as well for automatic controls, gas and oil heaters, scale reducers, sanitary hardware, water heaters, popular size refrigerators, domestic appliances.
—basis outright sale or royalty

Write to

BO-5743, Electrical Merchandising
Class. Adv. Div., P. O. Box 12, N. Y. 26, N. Y.

BRAND NAME CLOTHES DRYERS

A complete line of Electric & Gas Standard & Deluxe Dryers Produced under your own name
Major accounts interested in a Quality, Low priced line—write—

BO-5914, Electrical Merchandising
Class. Adv. Div., P. O. Box 12, N. Y. 26, N. Y.

BUSINESS OPPORTUNITIES

Battery & Ignition Serv.—Wholesale Automotive Equip. & Supplies. Loc. Prosperous N. Carolina City. Owner-1920. Receipts \$163,700. Clean inventory. Rent \$375. Sound investment. Oppty. Profitable returns on reasonable invest. (Brokers Protected) Rendlog Sales Company, 1780 Broadway NYC. PL-7-5345.

Electrical Appliances-TV Sales & Service & Prop. Plot 60x160—100% downtown loc. Thriving town S.W. Louisiana. Est. 1937. Receipts \$63,547.72, can be doubled by younger blood—aged owner sacrificing. (Brokers Protected) Rendlog Sales Company, 1780 Broadway NYC. PL-7-5345.

TV's Fabulous Decade



LAURENCE WRAY
Editor

IT seems beyond belief that the television industry as we know it today had its commercial beginnings a little over ten short years ago. True, research and experimentation in receiver design and broadcasting antedated the introduction of television on a commercial basis. But it was not until the year 1946, just after World War II, that TV sets came on the market and television broadcasting became a reality. In that year, 6,500 sets were sold; by 1948, the number had jumped to 975,000; the following year, sales more than trebled to 3 million and, in 1950, the industry hit the magic figure of over 7 million unit sales annually—a figure that has remained fairly constant (except for dips in '51 and '52) since that time. All indications point to somewhere in the region of 7 million units for the current year.

Those short ten years have seen a total of 40 million sets installed in homes, or better than 80 percent of the total wired home market. In addition, over 3 million of those homes now own second sets and this lush potential of multiple sales shows real signs of gathering momentum. Add to that the commercial market—bars, clubs, restaurants, etc., where about 1,340,000 sets have been installed, and you get some idea of the possibilities that still lie ahead. Another important factor bearing on future TV sales is obsolescence—not of design alone, but breakdown. Nearly 53 million TV sets were actually produced in the past decade, but Frank Mansfield, the Electronic Industries Association's demon statistician, figures that 8.25 million of them have been scrapped in the period, or 15.5 percent of total production. With 44,500,000 sets in use, obsolescence may be considered a constantly accelerating factor. Add design and product obsolescence as exemplified by the 110-degree tube, remote tuning, portability and the dramatic emphasis of color-TV—to say nothing of mural, or picture-on-the-wall television—it is obvious that the industry may very well look forward to an even more exciting ten years to come than the decade it has left behind.

BUT the dizzying expansion of the television industry has not been without its headaches and its heartaches. Almost from the first year a million sets were sold, and despite the fact that the public embraced this new communications medium with open arms, competition at all levels of the television business has been ruthless, if not senseless. Only as recently as the year 1950, there were 140 manufacturers making television sets; by 1953, they had shrunk to 90 and last year they were down to 51 with a scant dozen or so taking the lion's share. Back in 1947, when the business first began to roll, the average price for a television set was \$467; last year it was down to \$190. Color, of course, when it gets beyond the piddling 150,000-unit stage and when more than a single major producer gets behind it could easily reverse the trend.

All this may be the inevitable law of supply and demand, or the jungle rule of survival of the fittest. There can be no doubt that the American economic system has flourished on mass production and mass consumption, with prices, tidily, seeking their proper levels. But we can remember, back in the 30's that average washer prices went as low as \$59.50 and only the automatic, plus a nudge from inflation, drove them back to nearly \$300. We also recall that in the 30's refrigerator prices broke the \$100 mark, whereas today they, too, are around the \$300 mark. But, in those days the squeeze was not primarily on the distributors and dealers. Their margins remained fairly intact. The whole post-war period phenomenon has been centered on the costs of distribution. You don't have to sell the need anymore, we are told, therefore you should be content with a lower margin of profit. On the other hand, ironically, we are told that we have forgotten how to sell. Fortunately, the tide seems to be turning; dealers are beginning to learn that they don't have to slash prices drastically to meet competition or make a sale. Big city competition has been calling the turn and the strident voice of the discounter has been heard too loud in the land.

IN the meantime, the whole field of home entertainment is enjoying a period of its greatest growth. Television, high-fidelity phonographs, records, radio—table, portable, personal and auto—tape recorders and all the components and services these varying businesses require, show a vitality and a potential that should quicken any merchandiser's pulse. Radio, especially, which was doomed to extinction when television came along, has had a resurgence that confounds the prophets of gloom. Hi-fi, which only three or four years ago seemed to be the exclusive property of a handful of long-haired, musical nuts, has become big business. Maybe the general public didn't know how to string amplifiers, tuners and speakers together in the ideal combination—but the manufacturers did. And so we have "packaged" hi-fi which will sell about 1.6 million sets this year—about one to every four TV sets—and at a very tidy dollar volume. Transistor personal and portable radios have carved themselves a new place in the affections of the public and they have created such a demand they are even being stolen from dealers' shelves.

But to get back to television: the past ten years have seen the development of the business, commercially, from a standing start. The product has been refined; the broadcasting network expanded; the uses of the art developed—closed-circuit, educational, community-antenna, the imminence of "toll-TV"; compatible color sets introduced and marketed; color programming expanded.

Probably no industry in the history of the country got so far, so fast. And, who would have the temerity to suggest that it will not go farther and faster in the decade ahead?

got a minute?



"GO HIDE!
I'M BUSY"



we'd like to tell you about a \$250,000 laundry promotion aimed straight at your sales floor

PHOOEY
IT'S ONLY MONEY."



You can't be too busy. Hamilton's Fall laundry festival was dreamed up for only one reason—to help you sell more washers and dryers than you've ever sold before. Lend an ear, friend.

There's a full-page, full-color national magazine ad

"I DON'T SELL
NATIONALLY."



Of course you don't. But most of your best prospects read one or more of the magazines on the list. (Sept. 28 Saturday Evening Post, October Ladies' Home Journal, November Sunset, and Better Homes and Gardens.) And even though the ad is running in national magazines, it has a strong retail flavor. Take a peek. Now doesn't that look like an ad you might have written yourself?



Would you settle for 6 more customer calls a day?

"I'D SETTLE FOR 2."



Don't do that. This is no time for pessimism. Our estimate of 6 is deliberately low. The combination of a complete 24-piece point-of-sale package, a set of recorded radio spots, and newspaper ad mats should make it easy to beat. Just wait 'till you see this package. Your distributor salesman will give you the details. Gladly.



How about this special premium to bring prospects in off the street?

"NOW THAT I'LL BUY."



And at a mighty low price. The Hamilton Weather-topper, a plastic rain hood, is available in quantity for pennies apiece. What's more, it has a built-in selling message for Hamilton laundry equipment. Once a prospect is in your store . . . presto! a demonstration. How about that?



There's a special promotion for your market—written in retail

"FINALLY TALKING
MY LANGUAGE."



We've been talking your language all along. Everything about this Fall laundry festival is written in retail. And that includes the special promotion for your market being arranged through your distributor. How now? Still too busy to participate in a sound selling program with the Hamilton touch?



get off to a flying Fall start with

Hamilton

STRONGEST EXCLUSIVE LAUNDRY LINE GOING

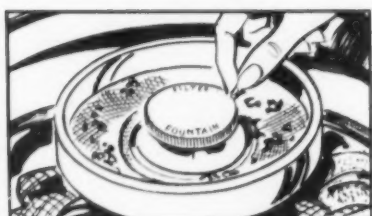
"INCLUDE ME IN.
WHERE DO I SIGN?"



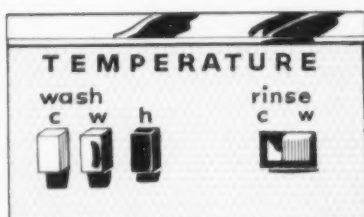
Hamilton Manufacturing Company—Two Rivers, Wisconsin

ONLY THE NEW 1958 KELVINATOR GIVES YOU ALL THESE SELLING FEATURES!

Automatic
Lint Filter!



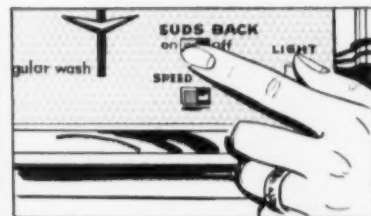
Choice of Wash and
Rinse Temperatures!



2 Cycles plus 2 Wash and
2 Spin Speeds!



"Suds Back" Suds
and Water Saver!



AND THE GREATEST EXCLUSIVE IN THE LAUNDRY INDUSTRY TODAY...

the **"Magic Minute"**
GIVES YOU AUTOMATIC PRE-SCRUBBING—impossible in any other washer!



WRINKLE FREE DRYING! NO HEAT FLUFF DRYING!

New 1958 Kelvinator Automatic Electric Dryers—Drys Clothes As Fast As
You Can Wash Them—Give You Triple Safety Features.

The "Magic Minute"—60 seconds of automatic
pre-scrubbing in double rich suds cuts grease and
grime before the regular washing begins!

Here, in a single line, you can now offer your customers
every automatic washer feature they are likely to want
—and Kelvinator's famous Magic Minute, too.

The Magic Minute, the most powerful demonstration
and selling feature in the industry, is yours in every
1958 Kelvinator automatic washer.

Yes, you get more features that close sales when you
concentrate on a full line of matching washers and
dryers to meet every competitive selling condition.

**Ask your Local Zone or Distributor How
You Can Get Aboard**

KELVINATOR'S

Magic Carpet Carnival

A Great Traffic-Building and Sales-Closing Promotion!

Kelvinator MEANS BUSINESS



GOOD BUSINESS FOR YOU!



American Motors Means
More For Americans



Live Better
Electrically